

ROLE OF MARKETING IN FOOD ECONOMY DEVELOPMENT STRATEGIES

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The modern food economy is characterized by progressing globalization, which encourages searching for increasingly sophisticated methods of reaching clients in various spheres of market activity of an enterprise. Therefore, it is becoming increasingly important to be familiar with the way of functioning of the market mechanism and to be able to use marketing instruments under complex conditions. The marketing concept emerged as a result of significant socioeconomic changes in the sphere of production, turnover, market and consumption. It should also be underlined that the basic feature of marketing is a defined approach towards market phenomena. In this approach, the center of gravity is the market, and more precisely – the preferences and needs of the consumers. A systemic approach to marketing, based on a complex, interdisciplinary and integrated process of marketing activities, allows for identification of the food marketing subsystem.

Food economy is a system of mutually related sectors, involved in production, processing and distribution of agricultural and food products. The system of relations between individual links of agribusiness, referred to above, is complementary and compensatory. Complementary relations are based on mutual adaptation of food economy links. Effectiveness and efficiency of these links depends on the degree and level of adaptation of all sectors. Thus every change in sectors related directly to others results in the necessity of changes in the remaining ones. On the other hand, compensatory (substitutive) relations between individual sectors of food economy are expressed in the possibility of frequent replacement of one of the links with another. In relation to sectors, between which there are strict relations, this allows for taking over of some of the link functions, characterized by low effectiveness, by the remaining ones.

The basic feature of agricultural products and foodstuffs is perishability, as a result of which they cannot be stored for a long period of time or require immediate special preservation.

Another feature of agricultural raw materials and foodstuffs is high volume. This results in a necessity of providing large storage space, special transport, special processing and adequate quality control. This feature generates high costs of logistics, processing and sanitary supervision. Yet another characteristic of agricultural products is their heterogeneity (with regard to quality). Therefore, they are subjected to standardization. Both manufacturers and consumers benefit from this fact. The core of these benefits from the point of view of both parties can be summarized as generating of quality of products to meet the expectations of consumers. Specification of quality standards is necessary when

concluding contracts before cultivation of a given agricultural product. Moreover, standardization serves as a basis for promotion of standardized products.

Due to high diversity and specific nature of functions of individual links of the system of food economy, various interpretations of marketing in relation to this system can be encountered in literature. The most frequently presented approaches include: Agricultural marketing, Food marketing, Marketing of food products, Marketing of foodstuffs, Agribusiness marketing.

A business development strategy is directly associated with the strategic management process. This strategy allows for achievement of strategic objectives of the company, assuming that it provides an optimum definition of the relation: environment-enterprise-market segment. In the broad sense, it specifies the modes of achievement of objectives. It includes selection of the main directions of achievement of objectives and allocation of resources. A significant role in working out of a specific strategy for a given entity is played by assessment of its resources and the environment, in which it operates. The procedure of strategy development is strictly associated with use of internal and external factors. The internal factors of the highest significance include: Long-term and current goals defined by the company management, human and financial resources of the enterprise. Other factors include: technical factors, that is, means of production, technical measures, office equipment, infrastructure. In development of the strategy, it is also necessary to take into account the organizational structure and style of management of the enterprise and the product offer. The external factors include:

- Economic, legal and political factors,
- Geographical, socio-demographic and cultural factors.

The factors presented constitute the basis for strategic decision-making in the enterprise.

The starting point in the business strategy development process is the mission. The mission defines the objective (domain of operation), for which the enterprise was established, and the role played by it in the environment. The next stage in the process of formulation of the enterprise strategy is analysis and assessment of the underlying situation, conducted in the context of assessment of competitiveness of own resources and the current market position. Various analytical methods are used, with particular emphasis on the SWOT/TOWS method. A significant role in building of the enterprise strategy is played by the marketing strategy. Development of the marketing strategy is associated with decisions made in terms of: selection of the target market, positioning, marketing instruments and the marketing budget. The starting point for determination of the marketing strategy is selection of the target markets and determination, which and how many market segments will be the area of market activity of the enterprise. The next stage in designing of the marketing strategy is conducting of positioning of the enterprise (its offer) in comparison with other competitors on the target market. The business strategy development process should also take into account the decisions associated with optimum use of marketing instruments.

On the food market, there are very visible, mutual substitutive and complementary relations between marketing instruments. From the perspective of their activity, agribusiness enterprises are diverse production entities. These include: Manufacturers of machines, equipment and other means of production for agriculture, Manufacturers of agricultural raw materials, Food industry enterprises, Distribution enterprises and service providers, Support enterprises. The presented characteristics of entities operating in agribusiness indicate that selection of marketing instruments used for implementation of the strategy should take into account the specific nature of the commodities offered. Therefore, a sector-based approach should be applied, which combines the components of marketing of production and consumer goods and services.

The specific characteristics of products offered for sale on the market of industrial goods determines to a great extent the scope of application and use of marketing instruments. Marketing of consumer goods is associated with marketing activity of enterprises in relation to the final buyer (consumer) or user of a given commodity. Basic consumer goods include food products, offered by distribution enterprises. Selection of marketing instruments on this market is based on: product differentiation, the pricing policy of enterprises; use mostly of indirect distribution; use of mass forms of promotion. There is also a strict correlation between the specific characteristics of the product and the nature of marketing activity on the market of services. The specific characteristics of a service as the subject of marketing leads to a situation, in which determination of the marketing strategy requires application of the so-called marketing mix, referred to as the 7P.

In the process of marketing management there are two marketing instruments: the product and promotion. Activities associated with the broadly understood product vary in terms of their dimensions depending on the food economy link. Thus, in the sphere of agricultural production and supply of means of production for agriculture, the leading role is played by innovation associated with introduction of new production methods and new technologies. On the other hand, in the sphere of food processing and trade, particular emphasis is put by enterprises on introduction of innovations in the field of new production methods, development of the product and service range, new distribution channels. Promotional activities of agricultural producers are usually group-based and organized by groups of producers. Promotion activity of food processors and distributors consists of individual activities, associated mainly with building of brand value, consumer awareness and loyalty, where the highest importance is attached to advertising and public relations.

The analysis, presented in this article, indicates that regardless of various approaches to interpretation of food economy, consensus has been reached in the academic world with regard to the need for use of marketing instruments, which are typical for this market, in the process of development and implementation of the strategy.

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LIFESTYLE SEGMENTATION OF INTERNET USERS

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Lifestyle is one of the many factors that shape consumer behaviour. People's lifestyles affect their curiosity about a specific product or service, but at the same time, such goods reflect their psychographic profile [1, p.436]. Lambin [2, p.208] draws attention to the fact that segmentation based on lifestyle "*seeks to supplement demographics by adding such elements as activities, attitudes, interests, opinions, perceptions and preferences to obtain a more complete consumer profile.*"

Based on the subject matter literature, the article presents existing, basic and widely used, market segmentation by lifestyle, including the "gemiusAudience" segmentation created in 2005, where the lifestyles of internet users served as the basic distribution criterion [3]. Basic and commonly used segmentation of the market by lifestyle include: segmentation by typology "Values and Lifestyles" VALS and VALSII (created by Arnold Mitchell and modified in cooperation with SRI International, Stanford University and the University of California, Berkeley in 1989), segmentation of consumers by lifestyle - 4C (developed by advertising agency Young & Rubicam), segmentation according to the European way of life (proposed by Jean-Jacques Lambin).

In the article, an attempt has been also made, based on the authors' own quantitative survey results, to identify the lifestyles represented by internet users.

The respondents were analysed in terms of their pastime habits and the values guiding their lives. The results of the authors' own surveys did not serve as the basis for determining the lifestyle segmentation of respondents, however, based on the subject matter literature, the authors presented existing, basic and widely used, types of market segmentation by lifestyle, including, among others, "gemiusAudience", i.e. the segmentation model created in 2005, with internet user lifestyles as the key criterion for distribution.

In spatial terms, the surveys carried out by the authors covered Polish consumers using the internet from across the country, while in terms of their subject matter, the surveys focused on the lifestyles of consumers using the internet on a regular basis.

The article presents selected results of an online questionnaire-based survey, conducted in 2016 on a sample of 460 respondents, including 62% and 38% female and male respondents respectively. However, since the results of this survey were not representative for the entire population of internet users and only expressed the opinions of those willing to take part in the survey, they need to be interpreted with caution.

Based on the results of own surveys, the authors were able to formulate the following observations:

- The most popular places for using internet are home and work, and a relatively large group of people use the internet at school or university. The least popular places are internet cafes, probably due to the possibility of using the internet in your own mobile devices
- Polish internet users place strong emphasis on universal values, such as family, health and love. Friendship, a sense of peace (and well-being) and freedom are quite significant values as well.
- Internet users usually try to deposit additional funds in a savings account or spend it on holiday.

- Most frequently, they relax while watching series and films or reading books, or spending their time with friends and pursuing their own interests;
- Internet users treat the internet as a source of information, to facilitate their education and occupational duties, but also for entertainment purposes. The most popular are social networking sites and search engines. Comparing the 2016 surveys and the results of the 2005 studies conducted by Gemius, it can be concluded that despite significant development of the internet, its users are still looking for entertainment and comfort in it.

In the future, it would be advisable to conduct a broader study on a representative sample of internet users, the results of which would enable the segmentation of respondents according to their lifestyle. Furthermore, the proposed segmentation could be used for effective marketing communication between companies and the target group of potential buyers of their offer.

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PRICING OF AN AGRICULTURAL PRODUCE IN MARKET CONDITIONS

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The article deals with factors, methodical approaches and features of process of pricing of agricultural products in modern terms.

Price is a category of conjuncture, so the forming of price depends on correlation of demand and supply at the market. Therefore in the conditions of market economy the price should be dictated by a market. However, it is necessary to notice that, except demand and supply, there are a number of factors in agriculture that have an impact on the process of pricing and the level of prices.

First of all, we should note the nature of price, and thus of forming of income by an agricultural producer. It is connected with existence of the so-called differential land rent. It means that a price on an agricultural produce is formed by the expenditures on worst fertile soil, and, accordingly, there is a superprofit - rent on the best areas. However, in connection with complication of evaluation of prices on an agricultural produce on worst earth, they did not get spread on practice in a pure form, but formed mostly by average costs. It, in turn, sharpens the problem of disparity of prices of an agricultural produce and material and technical resources that is used in the process of its production.

The problem of disparity of prices arose up as a result of reformation of property and transition to the market economic relations and deregulation of this process. As a result, the disparity of prices of agricultural production and prices of the consumable resources grew considerably. Annual lag of increase of prices of an agricultural produce resulted in a considerable decline in its production. Especially it applies to stock-raising products.

Worsening of the state of agricultural commodity producers became a consequence not only of the disparity of prices, but also the change of structure of distribution of agricultural produce, and decline of the share of commodity

producer in the retail price. Such advantageous position of enterprises of processing sphere can be explained by a nature of their market structure. On the essence it is oligopoly. It means that enterprises have certain influence on prices. The agricultural commodity producers do not have such influence on pricing, in fact markets of agricultural produce are maximally close to the markets of perfect competition, except that, a price on the products of agriculture largely depends on various mediators, traders and processing enterprises.

On the whole in the field of agriculture there are several basic approaches to forming of price, among them: expense oriented, oriented to market demand and oriented to the competition. Essence of expense oriented approach consists in determination of price that would represent the total costs of the production of product and certain percent of income. However, establishment of prices only with application of this approach without an orientation to market demand results in difficulties in realization of products in the case if a price appears higher than the market one. There is also a combined approach that foresees determination of base price with orientation on costs and its further adjustment, taking into account a market price that exists at the market during the period of realization of products.

The choice of channel and place of realization of manufactured products also influences the level of price. Prices of products directly at the place of production are the lowest. In this case a commodity producer does not carry charges on storage and transporting of products to the place of sale. Having regard to it, sometimes it is more expedient to sell off the grown products to the processing enterprise in full, even without regard to a considerable difference in prices.

Other feature that largely influences on pricing on an agricultural produce is a seasonal price-wave. In particular, in the case of grain-growing, sunflower, vegetables, the water-melon cultures prices considerably go down in a period at a time and at once after harvesting, and their most substantial increase is observed before the next collective season. In the case of the separate types of stock-raising products a seasonal price-wave is related to the change of production and suggestion of products volumes during a year. In the case of milk and eggs prices

grow in autumn, when the milk yield diminishes and the laying of chickens goes down. The highest prices on pork is observed in a period of Easter and Christmas holidays, at the same time in summer and in a period of the chief fasts prices go down.

It should be noticed that prices on food stuffs largely depend on weather conditions. That is, if a year was productive - prices go down (it is related to the increase of suggestion), and vice versa - in the years of poor harvest prices, as a rule, rise (it is related to diminishing to suggestion of this commodity). Therefore realization of manufactured products exactly in the years of poor harvest (in conditions of satisfactory harvest for a producer) often more advantageous for a commodity producer.

Thus, prices of an agricultural produce react on influence of a number of economic, socio-political, weather, technological and other factors and influences the development of the whole industry and, accordingly, the state of food safety of a country. Considerable instability and weak forecast of cost dynamics of realization of agricultural products reduce an investment attractiveness of agricultural sector and strengthen the existent disproportions in development of its constituents.

For this reason there is an urgent necessity for the state support of agricultural enterprises that would provide maintenance of demand of agricultural products by means of the price adjusting. In such situation the role of the price policy of agricultural enterprises, aimed at the strengthening of their competitiveness and increase the efficiency of productive and commercial activity grows considerable in modern terms.

CURRENT STATUS OF PUBLIC FUNDING AGRICULTURAL SERVICE COOPERATIVE IN UKRAINE

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The article presents the results of a study of the current state of public finance agricultural service cooperatives in Ukraine. The analysis of scientific literature showed that this perspective is promising to overcome the economic and social crisis in the country and improve people's lives as a result of government main areas of service cooperatives.

The author notes that according to the Law on Agricultural Cooperation main objectives of public policy in support of agricultural service cooperatives is to create favorable conditions for their education, formation and development by creating a favorable fiscal, financial, credit, investment policy on cooperatives and their members and developing a mechanism of state support.

Now one of the most important tasks of the government and all levels of government is to create new jobs in rural areas, attracting young professionals to rural development, support and development of agricultural enterprises, farmers, including family. So within the existing budget programs should ensure the full financing of these measures.

Emphasized that the public policy of Ukraine was not able to provide purposeful opposition to the challenges of the global financial crisis that undermines the effectiveness of anti-crisis actions of government and shows the incapacity of their model of economic growth. Self-adaptability of the economic system causes sharp aggravation it creates imbalances and reimbursement by the state of society.

In the article the trends of the global financial crisis and its impact on other countries, including Ukraine. The feature of the crisis is of exceptional high level of interdependence of national economies and their rate of spread in the world economy.

The necessity of development of agricultural service cooperatives despite the current crisis.

The study identified four stages of agricultural cooperatives in Ukraine. Proved that during this period despite the adoption of the state law a number of regulations governing the activities of cooperatives and set the amount of state aid funding was implemented only partially.

The author found that the main advantages of creating service cooperatives should reduce the cost of agricultural producers, improving the reliability maintenance of agricultural production, avoiding unnecessary intermediaries, and enhance the quality of life of the rural population.

Suggested that agricultural service cooperatives negate uncontrolled domination intermediary business will be able to withdraw from the shadow sector of large amounts of working capital to expand the access of producers to ahroservisnyh services will enable them to better adapt to a market economy and achieve strong positions both in domestic and in foreign markets.

The current state of agricultural service cooperatives in Ukraine. Statistics show that the number of cooperatives had spasmodic character with a tendency to decrease. The absence of systematic government support and adequate financial support, the poor state of logistics cooperatives and other factors influenced the reduction in their number in Ukraine.

An attempt to investigate the status and benefits of cooperation on the example of years of experience of European countries.

The author proposes the basic direction that government should do for the development of agricultural cooperatives in Ukraine at all hierarchical levels. Proved that the resource potential of rural areas in the context of inefficient state support remains unrealized.

According to calculations of the author, around the same types of cooperatives have different weight in agribusiness, but overall they constitute a real economic force, which significantly affects the development of the agricultural sector. However, in Ukraine the current government policy on the development of agricultural cooperatives and agribusiness in general is inefficient. Public funding continues to be rather low.

According to studies of existing farms and cooperatives defined problem that hinders their development, and it is this imperfection of the current legislation in Ukraine, the inability to obtain the status of non-profit cooperatives.

The author argues that the financial support of agricultural service cooperatives can raise living standards and increase the investment attractiveness of Ukraine as a whole. Making appropriate changes and amendments to the legal framework, creating a preferential credit system, providing infrastructure support (transport, network of storage and processing, commercial banks, commodity markets fixed assets, research and advisory and training centers, extension services, service management, marketing, etc.) will help expand the creativity of agricultural producers, to create favorable conditions for their development in severe crisis.

The author notes that agricultural service cooperatives negate uncontrolled domination intermediary business will be able to withdraw from the shadow sector of large amounts of working capital to expand the access of producers to ahroservisnyh services will enable them to better adapt to a market economy and achieve strong positions in both the domestic and foreign markets.

Studied long experience of European countries for the development of agricultural service cooperatives. Based on the proposed basic directions of improvement of servicing cooperation in Ukraine.

Since it is agricultural service cooperatives will enable small producers to receive grants, subsidies, credit support and more. They can be an effective mechanism for uniting farmers and will enable to solve a number of not only economic, but also social problems.

Research and forecasting of conditions of Ukraine poultry products market. Buriak R.

The successful functioning of the poultry enterprise is impossible without adequate information support. In order to make informed marketing decisions the information needs to be complete, relevant and reliable - obtained on the basis of a comprehensive study of the marketing environment.

Poultry farming is an industry that is characterized by extremely high dynamics of development and it is unrivaled in cost of feed and labor per unit of output.. In meat poultry balance of Ukraine it occupies a significant share (about 44.9%). The increase in poultry farms due to insufficient supply of other types of meat - beef and pork, as well as the expansion of production at the expense of investment in the industry substantial funds of private capital.

Ukraine is now the ninth among the largest producer of poultry meat and exported these products to 30 countries - CIS, Iran, Syria, Libya, Saudi Arabia and others.

The study objective is: to identify the factors influencing the formation of market conditions, market research and development of medium-term forecast of the Ukrainian market of poultry products.

In the preparation of the scientific article, the following research methods were used: theoretical generalization, economic and mathematical methods, tabular, graphic and diagrammatic techniques, methods of comparative analysis, sociological and statistical techniques, surveillance techniques, system approach, method of scenarios and simulations.

According to the market researches of poultry and Ukraine and the basis of the State Statistics Service of Ukraine it is established that in 2014-2015 years. 57.7% (in 2015 - 57.4%), poultry was concentrated in agricultural enterprises, farms population - 42.3% in 2014 and 42.6% in 2015. By the way, the share of poultry farms in 2001 was only 20.5% [2].

At the end of 2015 the leaders of largest population of poultry in all categories were Kiev (27.4 million ch.), Vinnitsa (27,0 million ch.) and Cherkassy (24.4 million ch.) region. The lowest rates were observed in Mykolaiv (3.3 million ch.), Zakarpattya (3.3 million. ch.) And Chernivtsi (3,4 mln. ch.) regions.

According to the State Statistics Service of Ukraine production of all types of poultry in 2007-2015. had been constantly growing. In 2013, all categories of farms produced 1200 thousand. Tons of poultry meat (in slaughter weight) to 892 thousand tons in 2010, but in 2014, under the influence of a number of political and economic factors, it fell to 1164.7 thousand tons in 2015 the production of poultry of all kinds totaled 1150 thousand tons (slaughter weight), which is 14 thousand tons less than in 2014.

A significant increase in supply of all kinds of poultry meat in the domestic market of poultry in 2007-2015, was possible mainly because of construction in Ukraine in these years of high-tech modern poultry farms and complexes, which provided with technology and equipment as the leading world and domestic manufacturers.

The share of poultry meat in the structure of all its species increased from 46.3% to 49.4% in 2013 and to 56.9% in 2015. At the end of 2015 the basic proposal of poultry meat in the domestic market poultry products formed the largest in Ukraine producers of poultry meat – such as JSC «MHP», LLC «Complex Agromars» Agroindustrial Corporation «Dnepropetrovsk» Agroindustrial Corporation «Agro – Oven» and Vladimir-Volynskyy poultry farm.

According to the State Statistics Service of Ukraine only for the period 2010-2014. Egg production in Ukraine grew by 15.2% and reached 19.6 billion pieces in 2014, which fully satisfy the scientifically grounded needs of consumption of this extremely important food.

At the end of 2015 basic proposal eggs chicken food in the domestic market poultry products formed the largest in Ukraine manufacturers of products like «Avanhard», «Ovostar Union», LLC «Inter-Zaporozhye», LLC «Avias 2000» , «Krupets», LLC «Podillya Poultry» and «Poultry «Ternopil».

To predict the market conditions of poultry products was used trend extrapolation method using time series, made the forecast changes of dynamics that determine the forecast supply and demand in the market of poultry products Ukraine, for the period of 2016-2018 years the fund consumption of meat and eggs of poultry; the volume of domestic production of meat and eggs of poultry; exports and imports of meat and poultry eggs.

According to the calculations, during the 2016-2018 the forecasting fund of consumption of poultry by Ukrainian population (at a constant level of consumption of 23.3 kg / person per year during this period) with a probability of 0.98 can be reduced in comparison with 2015 by 110 thousand tons or by 10.7% due to the forecast decrease in population of the country in this period by 520 thousand people. or 1.2%. Projected production volumes of chicken meat during the 2016-2018 with a probability of 0.99 can be reduced by 10 thousand tons or by 0.9%.

It was established that during 2016-2018 with a probability of 0.99 can be seen in exports of chicken meat, mostly to Asia, Africa and China. For the reason that to the EU domestic production of chicken meat production through quotas (of 36 thousand tons per year, only the white meat and breast) may be supplied in limited quantities, domestic producers will have to search for new markets in Asia and Africa. In 2018 the projected volume of exports of poultry to the external market may be about 270 thousand tons, which is 98 thousand tons (57.6%) more than was exported domestic poultry enterprises in foreign markets in 2015.

It was found that during 2016-2018 the total projected demand for poultry eggs may be reduced to 16.99 billion pieces in Ukraine in 2015 (according to its own production – 16,920,000,000 pieces) to 14.26 billion pieces in 2018 (according to its own production – 14.22 billion pieces), or 2.73 billion units (16.1%) due to a possible further decline in the purchasing ability of the Ukrainians. According to analysts of the Association «Union of Poultry Breeders of Ukraine» will probably decrease the actual consumption of eggs up to 230 pieces in 2018 against actual 258 pieces per capita in 2015.

Regarding the forecast volume of own production of eggs, because of reduced demand for these products in the domestic market, loss of markets (markets of the Customs Union), the lack of certification of domestic poultry enterprises for permission to export eggs category «A» to the EU and other reasons that we were

established in 2016-2018 with a probability of 0.71 may be observed a gradual decrease in the production of food - from 16.92 billion pieces in 2015 to 14.22 billion pieces eggs in 2018 (by 2.7 billion pieces or 16%).

Thus, our analysis of forecasting market conditions of poultry products in Ukraine for the short term (by 2018) shows that the formation of the demand and supply of poultry products in the market will be formed under the influence of negative factors that caused the emergence of the economic crisis in the country in 2014. How quickly the economy will come out of the crisis, so fast this industry is agriculture, which is today not only the country's sector of Ukraine's economy still has room for further development, will be able to regain lost two and a half years the position in the domestic and foreign markets poultry products.

Considering the potential for rapid saturation of the domestic market due to the development of powerful poultry farms, at the heart of poultry market development should be export-oriented strategy, which is to balance supply and demand in the domestic market due to export into developed and new global markets. In order to implement this strategy, it is necessary to create conditions for the regulation of food, taking into account the turnover of the global market requirements. Establishment and effective functioning of the poultry products market must be based on the scheme, which provides for interconnection of domestic producers, processors, consumers and export-import operations.

ANALYSIS OF MAIN TOOLS OF MARKETING MIX FOR PROCESSING ENTERPRISES

Abstract

The application of the concept of "marketing mix" remains the relevant and efficient way of managing and analyzing the marketing activities of an enterprise, as it isolates core components of the company that provides planning, management, and control of the company.

The concept "marketing mix" is the key phenomenon that defines the combination of enterprise tools at the operational level and the company uses it at the particular moment. Any enterprise will be bankrupt without the rational use of the mentioned tools. It was found, that the main purpose of developing the marketing mix is to ensure its sustainable competitive advantage to gain a stable market position. The main problems of the company are the separate use of elements of the marketing mix or not appropriate combination and use. Therefore, it is important to try to develop a perfect combination of the complex components that would provide consumers with the best offer for keeping company costs within reasonable limits. However, the practical application of the marketing mix to specific enterprises is not studied enough. So the marketing mix requires constant study, research, and analysis.

An important contribution to the formation and development of scientific principles of marketing, including marketing mix, was made by scientists such as G. Armstrong, J. McCarthy, Kotler, Porter, and others. Balabanov L. V., Voychak A. V., Garkavenko S. S., Herasymchuk V. G., and Krykavsky E.V. are among the scientists, who pay attention to the study of the basic elements of the marketing mix.

Much attention by most foreign and Ukrainian authors was paid to organizing and expanding the marketing mix. Different authors added other components (5P, 6P, 7P, etc.) to the classic marketing mix (4P). However, the practical application of the marketing mix for agricultural enterprises is not covered. Therefore, there is the need for continuous learning, research, analysis of marketing mix covering the essentially practical application of its basic tools for a particular enterprise. Therefore, all these points present the primary purpose of this research.

The general scientific research methods were used to achieve this aim. Such methods are the comparison, which found general and particular, have achieved various degrees of knowledge of the marketing mix. This method allowed us to identify and compare the level of development of the phenomenon that changes have occurred and the trends of "marketing mix"; synthesis method in determining the general and common approaches of different researchers in understanding and characterization of the marketing mix and its components; analysis method to identify the forms of interaction between the individual elements of the marketing company.

In the analysis of goods as the main tool of the marketing mix, the breadth of commodity nomenclature PAO «Zhytomyr Butter Plant», which consists of 8 product groups, was defined. Also, the assortment structure of the demand for ice cream was analyzed, and its characteristics were defined. It defines the breadth, depth and richness range. A wide range of products enables the PAO «Zhytomyr Butter Plant» focus on the different requirements of consumers, to encourage the purchase in a particular place for a particular target market segment.

It was revealed that the essence of targeted pricing policies of PAO «Zhytomyr Butter Plant» is to establish such prices for goods and vary them depending on the situation on the market to seize its specified proportion, to ensure the scheduled volume of profit and to address the other strategic and operational tasks. The company makes the realization of the major products, including ice cream abroad. Thus pricing in the company also focuses on world prices.

It is noted that the PAO «Zhytomyr Butter Plant» leverages and implements the various pricing strategies. The company uses a broad strategy in forming the product lines to penetrate the market to gain a larger share. Thus the company implements the market strategy of high prices. Also, the company uses a strategy of high prices for frozen desserts. The strategy of low prices is used to establish the prices of fruit and ice cream weight in the package. Passive pricing strategy or a strategy of average prices of PAO «Zhytomyr Butter Plant» is used in setting prices for ice cream in a waffle cup. The company uses the strategy of "cream skimming" to launch its products in the premium segment. In the cold season the demand for ice cream is reduced, so the company has resorted to price differentiation strategies for the future implementation.

After analyzing marketing pricing of PAO «Zhytomyr Butter Plant», it can be concluded that the company uses a variety of pricing strategies to obtain the long-term competitive advantages, strengthening market position and provide the desired level of profit in the sales.

It is revealed that sales policy of PAO «Zhytomyr Butter Plant» is carried out on a systematic basis, but it is not focused on achieving long-term goals and objectives. An enterprise created an effective network of trade offices and dealer networks, which constantly work for its expansion. The analysis of the distribution channels of products shows that the PAO «Zhytomyr Butter Plant» uses one- and two-tier distribution channels. A peer distribution channels sold more than 20% of PAO «Zhytomyr Butter Plant». They are highly effective and profitable. The duplex channel includes two intermediaries, distributors and retailers, which is very beneficial for the company regarding the ratio of income and expenses.

It was determined that the share of exports in the structure of manufactured products is 11.6%. Thus, it is concluded that the marketing policy of the company is aimed at expanding the ways to implement their products, confirming its leading position in the market. Also, it was found that the main strategic direction of development of the market of PAO «Zhytomyr Butter Plant» is keeping the market share and increase sales of ice cream. Besides, the rational increase of the share by entering new markets with blank segments is also relevant.

It was investigated that the main policy tools of marketing communication used by PAO «Zhytomyr Butter Plant» are advertising, sales promotion, and public relations. It was determined that advertising takes the largest share in the structure of marketing communications (50%). The nature of advertising of PSC "Zhitomir butter" is defined by the life cycle of a particular good. Besides, the competition in the market, legal regulations, product type, especially the target audience are among the primary factors that affect the planning of advertising. Advertising tools of the enterprise are designed to attract the attention of the retail buyers. The company uses

mainly outdoor advertising, signs; pillars (portable advertising design); billboards; advertising on the transport.

This situation is explained by the fact that outdoor advertising is one of the most effective advertising media. So, the promotional products rise the company's rating to a high level at relatively low cost, which helps to cover the audience in a short period.

It was also found that «Zhytomyr Butter Plant» uses a special kind of communication as sponsorship to reinforce a positive image of the company. Sponsor activity produces integrated communicative impact on the audience, combining advertising, public relations and sales promotion in one program. Enterprise is involved in various sponsoring events. It is revealed that PAO «Zhytomyr Butter Plant» uses promotion tools designed for the formation of interest in this product during the derivation of a new product on the market. Such instruments include promotions, tastings; gifts; game marketing (lotteries, competitions, quizzes and a raffle); visual communication; conferences; opening ceremony, anniversaries, open house, festivals, and fairs.

It was also found that communication links of PAO «Zhytomyr Butter Plant» are aimed to achieve the required level of awareness of potential consumers about the benefits they will receive when buying the goods. It is important to promote the products on the market and strengthen consumer confidence in the goods.

Thus, following the study, it should be noted that this investigation demonstrates the essence of the main tools of the marketing mix. The primary attention was focused on the conventional concept of "4P" which is often used in the marketing management. After analyzing the basic tools of the marketing mix of PAO «Zhytomyr Butter Plant», it was found that the main elements of the marketing mix effectively interact with the environment. It manifests in manufacturing a wide product range of goods of high quality in accordance with the standards of ISO, "Organic Standard", bright and recognizable packaging; the company sets the prices using the basic pricing strategies including the purchasing power of consumers; availability of indirect distribution channels that allow the company to distribute products on the market rapidly; the active of marketing communications elements in products promotion system.

According to the above information, it can be concluded that the complex marketing plays a major role in the marketing of the company. Besides, the proper application of the essential elements of modern marketing mix can have a positive and practical impact on the state and development of the whole enterprise.

Marketing mix for businesses of production and processing areas of trade is always transforming and evolving. It is adapting to the different industries, the rapid development in modern conditions, so the analysis of the marketing mix and its elements of specific companies will require further study and research.

FEATURES OF FUNCTIONING OF AGRICULTURAL PRODUCTION IN THE CONTEXT OF INNOVATION

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The article considers the main features of the effective functioning of the agricultural production in the context of innovation development. The main purpose of the article is to research functioning of the current state of agricultural production Ukraine, disclosure of the theoretical nature of innovation development of agricultural production and establish its role in the effective functioning of agriculture, identifying the key features of innovative development of agricultural production and establish the main priorities for its effective operation

The relevance of the chosen topic is justified by the fact that agricultural production is a priority-important activity that determines the socio-economic situation and the level of food security of the country. With high potential for its functioning, development and full conversion to high technology and high performance industry, agricultural production of Ukraine is one of the most powerful levers of further economic growth our country. The main direction of agricultural production should be a vector of innovation and modernization of the industry. Considering the current trends and international experience, the innovative development has become the key impulse of increasing the efficiency of agricultural production in Ukraine. A necessary condition for innovative development is a explicit understanding of features, specifics and problems of agricultural production.

For this purpose the author of this article analyzed the current status and trends of functioning of modern agricultural production of Ukraine, examined the key performance indicators in particular: analyzed and determined the share of agriculture in total GVA, dynamics of population employment and the level of technological equipment in agriculture, indices of agricultural production for the

organizational forms and dynamics of agricultural land use, structure of agricultural production for 2005-2015. After analyzing the allegations of domestic and foreign scientists the theoretical essence of innovative development of agricultural production was revealed by the author. Beside, has been generalized the main features and issues of innovative development of agricultural production, identified the main priorities for further effective functioning agricultural production context of innovation.

So agricultural production is still one of the important activities for development of the national economy of Ukraine, the uninterrupted and the effective functioning of which provides a high level of food security and food independence. Today, according to studies, it could be argued that the functioning of agricultural production in Ukraine and its innovative development are on the way of positive changes, which, in turn, have become a strategic vector of further effective growth and functioning of the industry, which, in turn, Ukraine will provide a sustainable competitive position in the world community. It is concluded that the functioning of agricultural production on the innovative development has several features and characteristics, consideration of which will form a clear and full development of the innovativeness industry which in turn serve to increase of efficiency of agricultural production and will boost agricultural competitiveness in the domestic and global markets.

ANALYSIS ACTIVITIES OF DAIRY MARKET ENTERPRISES

A. O. GRECHUKHA

The dairy industry is an important element in the economy of each state, as it produces the basic products. As the dairy products contain a rich supply of vitamins and calcium, they have a positive effect on the people's health. The dairy industry is one of the leading industries in the industrial structure of Ukraine. The production, procurement, processing and sale of the dairy products are the elements of the dairy complex structure.

The dairy industry as an important and integral part of the economy has the same problems, as Ukraine has in general. Among the main problems, there are the permanent reduction of raw materials, lack of a clear interaction between milk producers, because of their fragmentation. There is also the problem of the lack of dialogue among the milk producers and processors, who, in fact, totally dictate and determine the pricing policy for the milk purchase. On the other hand, the low purchase prices lead to the products' lower quality.

Among other problems, there is the lack of the government support, the loss of the territories, in which the milk producers were located, because of Russia's annexation. There are also such problems as the higher prices for feed and maintenance of the cattle, permanent increase in the average age of the population in the rural areas, lack of infrastructure and competitive salary, devaluation of the hryvnia.

The chaotic actions are not enough to solve the existing problems and to find ways to develop the industry. We need a systematic approach, a deep understanding

of industry problems and interaction at all levels of production. These and other factors determine the relevance of the study.

Being an important and integral part of the economy of Ukraine the dairy industry fully shares its problems. Today we can speak about many problems in the area, but the main is the decrease of raw materials, as a result of cattle reduction.

The problem of cattle reduction did not come today, and even not in 2014 or 2011. It is almost 25 years, from the very beginning of independence, the number of cattle is constantly decreasing. Due to the average yields increase, we manage to keep the volume of milk received at the same level. But the problem solution cannot wait.

Another problem, constantly faced by the processors is low quality raw materials. Due to severe economic conditions and fragmentation, the majority of enterprises cannot even perform initial milk processing. Low purchase prices, established by the processor enterprises not only negatively affect the quality of raw materials, but also lead to a reduction in raw materials.

Large processing plants that combine factory capacity and monetary capital have advantages of the milk market that allows them to successfully compete with world leaders. The financial crisis and hryvnia devaluation strengthen their impact and make smaller enterprises to leave the market. Perhaps it is the construction of vertical manufacturing units and large enterprises creating their own raw material bases that will be one of the ways to increase cattle quantity in Ukraine.

Loss of markets in Russia adversely affected the Ukrainian dairy producers, though the use of not economic, but rather political leverage to regulate the market and protect own producers even before the annexation of the Crimea and the attack on Ukraine, called into question the expediency of work in this direction.

At the same time, though they constantly talk on trade agreements with the European Union and importing dairy products from their side, there is a situation

when Ukrainian producers cannot freely export their products to the EU countries. This is not only due to the producers' interests protection by Europe, but also to the non-compliance of the Ukrainian products with European standards.

In such a difficult time for economics the question arises should the Ukrainian producers concentrate on the European market when there are markets of Africa and Asia around. They grow, they develop, the Ukrainian dairy producers are already exporting their goods there. But the question still needs further study, and must be revised in subsequent studies.

By analyzing the market situation it can be said that only working together the participants of all production levels can bring the industry to a new development level. Vertical integration of large companies can be considered as a partial solution to the raw materials issue. But without state support this transition will stretch for years. In addition it should be understood that the support of small and medium-sized enterprises are equally important. Without such a support, and a deliberate policy of rural economy, it is impossible to talk about the small and medium-sized enterprises, as active participants of the industry.

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**THE QUESTION OF EFFICIENCY of SUGAR BEET PRODUCTION
IN AGRICULTURAL ENTERPRISES**

The performance of beet sugar subcomplex of Ukraine and its economic potential as a whole depends on the efficiency of enterprises engaged in production of sugar beet. Sugar beet subcomplex is one of the leading and strategic system of agriculture and occupies a prominent place in ensuring consumer needs and diversity of sugar production for which it is a source of raw materials. Therefore, the research of performance indicators of sugar beet on farms are among the most urgent and priority.

One of the most important indicators that reflect the level of economic security of business entities is the efficiency of their production activities. The effectiveness shows the results of the development of a separate company and the industry as a whole.

The main goal of the research of problems the efficiency of enterprises by scientists is to determine the best development option by comparing the result to the costs of production factors required for its implementation.

To analyze the performance indicators of sugar industry in Ukraine the data from medium and large enterprises that report in its entirety to state statistics was used, with their share in total production is 70.77%.

Over the last decade the process of gradually reducing the total number of farms engaged in growing sugar beets is happening.

Thus, in 2004 the number of enterprises was 3570 and by 2015 only 397 companies had left that had declined almost 9 times. This was due to the fact that most businesses suffered significant losses because the proceeds from the sale of sugar beets did not cover the cost of their production.

Only since 2008, the state began to establish minimum prices for sugar beet, which allowed considerably to stabilize the results of major economic indicators in the industry and get comparatively sufficient level of profitability.

Analysis of economic efficiency indicators of sugar beet production in agricultural enterprises of Ukraine for 2013 – 2015 years, shows their positive trend. Despite the reduction in the number of beet producing companies the indicator of their profitability as a whole in Ukraine has increased by more than 10 times in 2015 compared to 2013, when it was 2.7%. Analyzing the performance of the zone efficiency, it is worth to note that the profitability increased mostly in the enterprises of the forest-steppe zone - to 17 times, in Polissia - six times and the steppe - five times. These changes were contributed to the improvement of crop yield of sugar beet growing and significant price increases for their sale, which allowed not only to cover the cost of production, but also get much higher profits comparing to the previous years. Thus, the profit from the sale of one quintal of sweet roots has increased in the forest-steppe, steppe zones and in the area of Polissia respectively 28, 7, 8 times, and in general in Ukraine - 16 times.

As for the cost of sales, due to the inflation, which in our country is caused by the political and economic crisis, its level is increasing every year and only in the forest-steppe zone is characterized by the lowest value and amounts to 55.99 UAH per quintal.

As for the selling price of one quintal of sugar beets, in Ukraine in average in 2015 it was 79.05 UAH, more than in 2013 at 97.82%, in Polissia it was - 86.54 UAH, in the steppe zone - 81 51 UAH, in the forest-steppe zone - 74.06 UAH. This differentiation is due to the impact of such basic factors as sugar of beets and potatoes, and the number of existing in the market enterprises which grow it. Therefore, its value was the lowest in the forest-steppe zone in the last three years, as the market is saturated with a large number of enterprises manufacturers that enhances the competition between them.

The main indicators that determine the effectiveness of production and business activities are profits derived from sales and costs of production. That is

why, on the first stage of the profitability analysis the sample of indicators of profits per 1 hectare of agricultural land from the sale of sugar beet and basic indicators, that it was influenced, by farms in the forest steppe zone by 2015 (around 244 companies) was formed.

Using univariate correlation and regression analysis, coefficients of relationship between the profit per 1 ha of sugar beet (Y) on the following factors were established: X1 - sales of sugar beet, thousand.; X2 - sugar beet yield, c / ha; X3 - production costs per 1 ha of sugar beet thousand. UAH ; X4 - price of 1 kg of sugar beet UAH.

The regression equation depending profit per 1 ha of sugar beet from these factors is following:

$$Y = -10861,6573 + 7,6698X_1 + 35,3376X_2 - 468,6685X_3 + 114,2976X_4$$

Parameters of obtained equation of correlation and regression relation indicate that the increase in sales volumes of sugar beet per 1 thousand kg, crop yield of sugar beet on 1 kg / ha, selling price of 1 UAH and reduction of production costs for 1 ha of sugar beet per 1 thousand UAH leads to increase the productive characteristic (income per 1 ha of crop), respectively, on 7.67; 35.34; 114.3 and 468.67 UAH regarding the average values in the farms area of Forest.

It is found that the amount of profit is mostly influenced by the level of productivity of sugar beet and its production costs and their selling price. Therefore it is necessary to producers of raw sugar to focus on the challenges of raising productivity and reduce costs, using the experience of leading countries.

DEFINING STRATEGIC PRIORITIES OF MARKETING OF AGRICULTURAL GOODS PRODUCT POLICY

A. L. DICHENKO

Main priorities modern complex formation for strategic development of domestic farms is mostly affected by such factors as development level and availability of resource markets, intensification of trade relations, saturation level and availability of the world food market, information flows increase, state of demand, demand and fashion change, life cycle, state of economic development of the company, its business units and own products, possibility to move production resources, increased competition both in domestic and foreign markets, development of management systems, etc. These factors analysis and process management for forming the main strategic development priorities are essential elements for successful operation for agricultural producers.

In today's economic reality farmers should pay particular attention to the commodity marketing policy, research and innovation - that is the key to cost-effective evidence-based production and goods marketing.

In modern conditions strategic importance of goal-setting in the sustainable farms development as a means of adapting internal environment for opportunities and threats from external environment of the entity is enhanced.

Strategic development priorities are considered in three aspects, namely, as a principle - appears the fundamental position, on which further policy decisions are based and aimed at achieving sustainable development of the company; as a goal - coordinated to needs of both internal and external environment; as a strategic focus - acts as a mechanism for achieving this goal.

Classical science considers the priorities of strategic development of the farm as the system of the most appropriate objectives and strategies to achieve them, determined according to the interests and outdoor activities. The peculiarity of farm strategic priorities formation is preventing the separation of economic priorities from environmental and social ones, determines the need to change the traditional focus on development goals and measures to achieve them (technological, organizational, managerial).

Among the principles of the strategic priorities of agricultural enterprises there are social responsibility, environmental management, principles of entrepreneurship, commitment, flexibility, balance and stability, consistency and so on.

In the strategic management of commodity farm policy should clearly be separated the following concepts: mission, goals and objectives, economic development strategy and action plan.

Functional marketing strategies of agricultural products are divided into two groups, depending on the readiness of production to final consumption, sub-type and market. The first group includes strategies for purely agricultural products (sunflower, corn, rape, etc.), the products supplied to the consumer without processing. To use this strategy of quality means gradual increase quality, maintain or reduce quality. The second group includes strategies that apply to products aimed at the end-consumer (packaged dairy products, cereals, juices in pack, etc.).

Effective marketing commodity policy development is impossible without taking into account the peculiarities of the life cycle of products. The life cycle of agricultural production is a classic cycle adjusted to the fact that maturity takes a long time (it is the universal products such as bread, cereals, dairy products, sugar, etc.). Fundamentals of LCC (life commodity cycle) are: 1) the maximum period shortage to launch a new product to the market; 2) accelerating growth phase; 3) extension of the maturity phase; 4) reduction of recession phase.

The main strategic opportunities for agricultural enterprises are: strategy of deep penetration, market development strategy, the strategy of product improving and diversification. Marketing commodity policy formation should be focused on product characteristics (market, quantitative, qualitative), its environmental friendliness, the prestige, the rationality of the ratio of "price-quality" service, transportation, etc.

Due to the progressive development of high technology, changes in consumer tastes and fashion, companies have to produce not only old standard goods well proven but modified and new products. According to international experience, in the practice of successful foreign companies use specific methods of planning new products, such as computer programs. They create an integrated system that provides support for management decisions on the development of new products. They are called MDSS - Marketing Decision Support System. With their help you can select a strategy for the development of new products, methods of their implementation in existing or new markets to continued support competitive products. This is - a kind of innovation for agricultural enterprises in Ukraine, but this experience positively established itself internationally.

The strategic priority of marketing commodity policy is to optimize the production process agricultural enterprises. Depending on the specific production process, optimization can have different characteristics and sphere of influence in goods - it can be as planning production (crop rotation or crop) and diversification varying pricing policies as part of the sales and so on.

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IMPROVEMENT OF MARKETING POLICY SUGAR MILLS

The evaluation of the production efficiency of sugar beets and sugar in Ukraine for the period of 2001-2015 was made. The preconditions of negative changes in the sugar branch were studied. The output of sugar production in Ukraine depends on the gross harvest of sugar beets, their yielding capacity and the sown area under this crop. A polynomial model which describes the yielding capacity level of sugar beets in Ukraine in 1913-2015 has been worked out; the prediction of sugar beet yield for the year of 2017 has been made and its increase by 28% is expected. The importance of marketing in enterprises of the agrarian sector and in the enterprises of the sugar industry are indicated. Diversification trends of the supply of sugar-mills which will favor the efficiency enhancement of sugar beet production have been explained. As the problem of supplying our country with power-carriers becomes urgent, it is expedient to speed up and diversify the manufacture of alternative fuel kinds, in particular, bio ethanol and biogas. The ways of the efficiency enhancement of sugar beet production to ensure stable business development in the branch which requires active government support of producers have been identified. The research results can help solve practical problems of farm enterprises and in agrarian business in general.

Sugar beets, sugar, biogas, bio ethanol, production cost, price, production efficiency, diversification.

Introduction. Current state of sugar beet production and sugar branch of Ukraine explains the necessity to create conditions to ensure efficient sugar beet production and their processing for sugar. However, the factors of the efficiency enhancement of the branch businesses are not coordinated well or they are not used to due extent, which makes economic situation at sugar market more complicated due to its over- or under-production and a low level of producers' efficiency does not provide extended reproduction.

The importance of the output of sugar and sugar beet production consists not only in the source of the production of the important foodstuff – sugar. A market of

alternative fuel kinds based on the use of sugar and starch-bearing agricultural crops and processed products is created across the world. As the problem of supplying our country with power-carriers becomes urgent, it is expedient to speed up and diversify the manufacture of alternative fuel kinds, in particular, bio ethanol and biogas. The challenges of the development of the sugar beet production should be clearly determined at a national level – the use of sugar beets and the products of their processing for the manufacture of alternative fuel.

Analysis of recent researches and publications. The issues of production and consumption of alternative kinds of fuel are discussed in the works of O. Varchenko, H. Kaletnik, M. Kodenska, V. Mesel-Veseliak, M. Royik, O. Shpychak, O. Zakharchuk, V. Bondar, A. Fursa, M. Yarchuk, O. Chetveryk and others. However, the issue of diversification trends of the supply of sugar-mills needs additional studying.

The purpose of the research is to ground diversification improvement of marketing policy of sugar-mills which will facilitate both competitive power of the output and the rebirth of the branch of sugar beet production

Methods. Such practices as system analysis and logical generalization were used in the process writing this paper to study preconditions of negative changes in sugar beet production and sugar branch; comparative analysis – to analyze statistical information; economic-mathematic modeling – to work out a polynomial model which describes the level of sugar beet yielding capacity in Ukraine; settlement-constructive – to determine the indicators of economic efficiency in sugar beet production; monographic method proved the necessity to diversify branch output; induction and deduction – to generalize the research results; abstract-logic – to make conclusions and suggestions.

Results of the research. At present sugar beet production and sugar branch of Ukraine are in a difficult situation. Due to the lack of circulating assets and proper logistics sugar-planting companies are not interested in growing sugar beets, and sugar-mills do not have enough sugar raw materials. The output of sugar production in Ukraine depends on the gross harvest of sugar beets, their yielding capacity and the

sown area under this crop.

One of the ways to increase the efficiency of sugar beet production in Ukraine is to follow production technologies of growing sugar beets, their main elements are plant nutrition and pest management (pests, diseases and weeds); the latter together with soil-climatic conditions favor the yield increase and its harvest volume per hectare.

Recently, integrated companies in the sugar branch have been created; they participated in the season of sugar beet processing of 2015-yield, as a result 75.7% of sugar was produced to the total production. Production concentration of sugar raw material in powerful specialized companies makes it possible to grow sugar beets using intensive technologies which in turn results in the increase of yield and gross output.

The necessity to diversify the supply of sugar mills is defined not only by high dependence of the country on power resource import, but also by the need to have reserve capacities to process the surplus of the produced output taking into account a cyclic and risky nature of sugar beet production.

Discussion. The increase of operation efficiency of sugar beets and sugar is possible through the output diversification of sugar mills of Ukraine. The increase of sugar beet productivity will satisfy the needs of sugar in the internal/domestic market, and it will result in the output diversification of sugar mills as well. In addition to sugar, it is expedient to produce heat and electric power, bio ethanol and biogas at the sugar mills.

Supply diversification of the sugar mills will allow:

- to set up the manufacture of ecologically clean alternative fuel – bio ethanol, biogas, and also that of electric power according to “green tariff”;
- to create jobs;
- to increase business profits;
- livestock production will receive additional fodder;
- to decrease the dependence on fuel import and to guarantee food security of Ukraine.

DEVELOPMENT OF THE LABOR POTENTIAL OF AGRICULTURAL ENTERPRISES ON THE BASIS OF THE COMPETENT APPROACH

O. Ermakov, L. Lychyk

Analysis of the formation and development of labor potential in agricultural enterprises showed a lack of clear requirements for staff selection low formalize objectives and directions of its development. To address this set of principles proposed formalization of relations in terms of formation and realization of the labor potential of enterprises.

The main advantages of competency approach to the formation of labor potential of agricultural enterprises are factors such as:

- 1) the formalization of employment and the requirements for the position and direction of development potential;
- 2) the ability to avoid uneven loading staff and duplication;
- 3) increasing the motivational component in the training and development of employees;
- 4) the ability to display the company's strategic priorities in the system of each worker;
- 5) the principle of competition (competition) for the position;
- 6) the ability to align curriculum training with a defined set of competencies;
- 7) objectivity of recruitment, training and motivation of employees.

Basic requirements for competency identification, which will increase their compliance position and goals of the company. They must follow the professional functions of the employee, be dynamic and subject to change strategic priorities of the company, working conditions and so on.

The set of competencies for workers to be multi and provide continuous development and the system of evaluation should be objective, clear criteria to predict the presence or absence of the required characteristics. Motivational system must be closely related to the competence approach and provide a link between the presence and the acquisition of competency on the one hand and reward system - on the other.

Thesis there is determined basic stages of the transition to a competence-based approach of the employment potential that provides for a gradual implementation at stages: recruitment for vacant posts (determination of competencies that should have employee claiming the position); testing and training of staff (is to establish a system of competencies that an employee must acquire during this period).

Depending on training and education, the company can be formed its own system of mentoring, coaching, training, etc.); The systematization of competences required by existing in the company office and an integrated system of labor capacity due to the subordination of all human resources systems, principles of competence approach.

Developed competency map, which aims to identify and systematize existing employee competencies, determining its compliance with a particular position, setting the key issues about the lack of the necessary competencies and methods of obtaining sought after competencies.

Total employment potential of agricultural enterprises formed as a combination of individual and group sets of labor competencies. Accordingly, it is directly proportional to the employment characteristics of workers and their ability to cooperate effectively organized. At a time when the market there is a surplus of labor force requirements for job applicants purely formal, and the company does not conduct active work on preparing personnel reserve, it is natural that the level of agricultural employment potential of the formation is extremely low.

Given the low level of compliance with most of the unused labor resources necessary competences proposed distribution of information on the required sets of competences outside the enterprise in order to create an effective motivational and guiding framework for the professional development of rural residents.

MANAGEMENT FORMATION AND DEVELOPMENT OF COMPETITIVE POTENTIAL AGRICULTURAL ENTERPRISES

M.O. Zhukovskyi

Annotation. The development of agricultural enterprises in the modern conditions of market economy may provide by the formed system of management of competitiveness. Herewith should be taken into account factors of the external and internal environment. In this connection requires improvement management system of formation and development of competitive potential of agricultural enterprises. It should be noted that native agricultural enterprises mechanism for managing of formation of competitive potential is not yet finally worked.

The aim of our research is the study and evaluation of the current state and management mechanism of development and competitive potential of the agricultural enterprises of Myronivsky district Kyiv region.

In the economic literature there are different approaches to the disclosure of the concept of "potential." The economic potential of the encyclopedia is treated as "existing economic entity in resources, their optimal structure and ability to efficiently use them to achieve this goal".

Potential is a complex economic system, which is characterized by some properties. This dynamic structure, components of which should be adequate characteristics of products and services produced by the company, there are potential elements together, which requires the achievement of a balanced relationship between them, and for them the law of synergy. According to Nesterenko SA, competitive potential - availability capabilities of all resources, which can lead the company to manufacture competitive products and effective activity.

Potential is a complex economic system, which is characterized by some properties. This dynamic structure, whose components forming potential of the company is the process of identifying and creating a range of business opportunities, its structure and construction of certain organizational forms for sustainable development and good play. After a thorough analysis of the agricultural enterprises of Myronivsky district Kyiv region, we concluded that the ultimate effectiveness largely depends on the management system than from: technological, biological, economic and employment potential. This position is supported and professor Hudzynskym O.D and it justified the thrust control system to ensure the competitiveness of enterprises through the implementation of these lines of action as portfolio development strategies of enterprises; creating technical capacity to implement development strategies; modernization of the institutional and administrative capacities on the basis of their warning to changes in the external environment with a focus on innovative development model; ensure effective use of the potential existing businesses through effective management system capabilities.

Author support positions us assess the existing management system according to evaluation criteria: management capacity; organizational development; company image; assessment of the competitive environment; readiness management system for risk factors and the vision to succeed. To ensure the effectiveness of management plays an important role management capacity. With thorough research capacities of the agricultural enterprises of Myronivsky district on evaluation criteria developed by the authors Hudzynskym O.D, S.M Sudomyr and Hurenko T.O., namely management profile, lifestyle leader, leader style, innovative model of competence team efficiency making use of the capacity, image manager and company image, we have found that it is not straightforward.

In ensuring the success of enterprises important role played by institutional factors, which at high levels is increasing its force motivational mechanism aimed at solving problems of strategic enterprises.

Optimal operation and development of competitive potential of agricultural enterprises depends on the optimization of management decisions and organizational management structure in which these solutions are developed and implemented. Under these conditions, competitive potential diagnosis becomes important for providing the possibility of establishing a system of proportions in the sector and support competitive potential in a sustainable way; allows to plan and use their resource capabilities.

As a result of studies found that for the formation of effective system of competitive potential of the agricultural enterprises should take into account the requirements of the system and other approaches to the release: target orientation management of building capacity of enterprises, detailed goals and objectives, methodological tools, management mechanisms, technology management, resource support, evaluation of results. First of all in assessing the actual level of competitiveness of agricultural enterprises needs to evaluate its competitive potential.

The evaluation of the current management system according to evaluation criteria and found that changes that occur in one or another element of competitive potential of the enterprise, influence on other elements of the system, causing them appropriate changes.

Keywords: potential, competitiveness, competitive advantages, competitive potential, organizational development, management capacity.

TRENDS IN THE DEVELOPMENT OF AGRICULTURAL ENTERPRISES OF UKRAINE AND INTEGRATION PROCESSES IN THE AGRARIAN SECTOR

K. S. ZAVALNIUK

The agricultural sector plays an important role in the GDP of Ukraine. Prospects for the development of agriculture, compared with other countries, are explained by favourable climatic conditions and fertile black soils. However, slow adoption of new technologies and effective management systems in agricultural enterprises, as well as inconsistent actions of the government on implementation of agrarian reforms in Ukraine significantly slow down development of enterprises of above mentioned branches.

It is well known that agriculture is the leading and priority sector of the Ukrainian economy, since it is one of the main systemically important industries in the GDP of Ukraine and a guarantee of food security for the population. In particular, the GDP share of agriculture in general structure of production in Ukraine in 2015 was 12%. It is significant that activities of the agricultural sector cover an area of 41.5 million hectares – it is 70% of the Ukrainian territory. As for the export of agricultural products, in 2014 it was 30.2%. The need to study dynamics of the development of agricultural formations is caused by numerous market transformations.

Aim of the article is to carry out quantitative analysis of agricultural enterprises of Ukraine.

In the process of writing the article the following methods were used: analysis, synthesis, induction, deduction, graphic, comparison and abstraction.

The article explains the essence of the concept «agricultural enterprises» and its interpretation. It analyzes the dynamics of the number of agricultural enterprises in the past 10 years, as a result significant downward trend in their number was found. During the study period significant decrease in the number of cooperatives was revealed, due to further processes of mergers and acquisitions by vertically-

integrated formations. In 2015, as well as in 2005, the most numerous were farm enterprises. State owned enterprises, which in 2015 were registered 241 units, maintained their trends in the smallest number during last 10 years. The tendencies of changes in their number, according to procedural and institutional types of management forms, were studied. Grouping of the agrarian units by area of agricultural lands was made; the dynamics of their number were highlighted. The study shows significant downward trend in the number of agricultural enterprises, the size of agricultural lands of which is less than 50.0 hectares, over the last decade. The reason for this is the low efficiency of their activities compared to large commodity companies. As for the agricultural enterprises with agricultural land area of 5000,1-10000,0 hectares, they are characterized by a decrease in number, due to the further process of integration in accordance with international trends. The evidence of this is the increase in the number of agricultural organizations during the same period with an area over 10000.0 hectares. In 2014, their number in comparison with 2010 increased by 40.5%. The sharp increase in their number is explained by several reasons: first of all – to benefit from «effect of scale», easy access to capital, use of advanced technologies, almost complete automation of production, and, of course, saving on expenses due to production, the entire cycle of which is carried out within the same technological chain. However, in 2015 the above mentioned enterprises were characterized by decline in their number, because of the annexation of Crimea and unstable political situation in the east of the country.

The essence of the concept «agricultural holdings» is revealed, the analysis of their development in Ukraine is carried out. The evidence of a significant place of agricultural holding companies on the agrarian market is the proportion of their agricultural lands, which in 2014 accounted for 27.9% of the overall structure of all farm enterprises. Because of the lack of statistical data on the number of agricultural holdings in Ukraine for the current year, we have to refer to unofficial data. According to the representative of the «Ukrainian Agribusiness Club» (UCAB), as of the August, 2016, the number of holdings is 88. In order to

understand the real scale of the activities of the agribusiness holding companies, the article presents the list of the 10 largest agricultural holdings of Ukraine as of the August, 2016. The article also highlights the advantages and disadvantages of the existence of agricultural holdings. The study found that agricultural holding companies should not displace from the market agricultural enterprises of other forms of management, and must to exist in parallel.

E-LEARNING SCENARIOS AS A TOOL OF TRAINING AND OPERATIONAL INTERACTION OF PARTICIPANTS IN THE EXTENSION PROCESS IN IMPLEMENTING INNOVATIVE PROGRAMS

S. Kalnyi

Annotation. With the implementation of innovative programs, from science to business, is an issue of educational and operational support cooperation between experts of a given subject area with participants of the innovation process, regardless of time and their location.

Thus, each participant innovative programs at all stages of its implementation, along with operational access to expert information and advice, should be able to get remote educational and operational support their participation in its implementation.

Acquire urgency the creation of tools and their implementation, providing remote support extension from the perspective of educational and operational (turn-based) interaction of participants of innovative programs. One such system, unlike the existing system of higher is given on the basis of e-learning scenario, which allows for a new formalize the process of distance learning, which led to the choice of research topic.

The issue of the development of distance learning using modern Internet technology received considerable attention in both the developed world and in Ukraine. In recent years, researchers have focused on the study of electronic learning scenarios with their organizational and ontological structures. Basic approaches highlighted in the works of V.B.Demyanenko, T.P. Kalna-Dubinyuk, A.E. Strizhak, E.F. Shapoval and others.

Provided to address the problem was to create an ontological model of building e-learning scenario as a means of teaching and operational interaction between participants' advisory process in implementing innovative programs and development tool based on its software-information complex.

The basis of the scientific approach means solving the given problem was given to develop methods of modulating the ontological. The practical implementation of the given problem was solved based on the use of Internet technologies.

The mathematical form of ontological models E-script as a means of teaching and operational interaction between participants extension process in implementing innovative programs have the following form:

$$S = \{O_a \{P_b \{T_d \{E_e \{C_q \{M_v \{Z_g} Rh \{Z_g\}\}\}\}\}\}, (1.1)$$

- Objects of innovation: $O = \{O_a\}$ and $a = 1, 2, 3, \dots, m$;
- Objects of study: $P = \{O_a \{P_b\}\}$, $b = a_1, a_2, a_3, \dots, a_n$;
- Topics of study: $T = \{P_b \{T_d\}\}$, $d = b_1, b_2, b_3, \dots, b_n$;
- Stages of education: $E = \{T_d \{e_e\}\}$, $e = d_1, d_2, d_3, \dots, d_n$;
- The purpose of study: $C = \{e_e \{C_q\}\}$, $q = e_1, e_2, e_3, \dots, e_n$;
- Learning tool: $Z = \{C_q \{Z_g\}\}$, $g = q_1, q_2, q_3, \dots, q_n$;
- Route of study: $N = \{C_q \{M_v \{Z_g\}\}\}$, $v = g_1, g_2, g_3, \dots, g_n$;
- Evaluation results: $R = \{C_q \{Rh \{Z_g\}\}\}$ $h = v_1, v_2, v_3, \dots, h_n$.

Practical implementation of E-script educational and operational interaction between participants doradnytskoho process in implementing innovative programs is the network platform of personal electronic platforms, what are installed in the corporate Internet virtual environments on a server.

A mathematical model of e-learning scenario and its organizational and ontological structure that reflects the functional and informational steps teaching and operational interaction of participants in the extension process in implementing innovative programs. Based on the given model and its structure established tool of software and program and information complex, which provides Internet environments, remote support, organization of educational and operational interaction between participants of innovative programs.

Based on the above, presents a model of E-learning scenario as a means of teaching and operational interaction between participants advisory process in

implementing innovative programs can solve the following problems:

- Operational distance-learning (turn-based) interaction of all participants of the innovation program.

- The creation of innovative programs within interactive consulting knowledge base with the connection to it of all its members.

- Remote, turn-based consulting support for the implementation of innovative programs for all its participants, using different information and software resources.

- Building a subscriber network using the knowledge base of innovative projects.

As a result, each participant innovative programs at all stages of its implementation, along with operational access to expert information and advice will be able to have remote educational and operational support their participation in its implementation. Submitted acquires relevance of the creation of e-learning systems and instruments for their implementation.

THEORETICAL BASE OF ECONOMIC POTENTIAL RURAL AREAS

R. I. KOROBENKO

Abstract. The article is dedicated to the actual problem – the economic potential rural areas, which are the subject of research of many modern scientists. As the research task, author attempts to analyze and summarize approaches to the definition of the economic potential of rural areas and its structure.

Methodological and theoretical basis of the study is the work of domestic and foreign scientists in the field of agricultural policy, economics and rural development. The work is based on a wide range of general scientific and special methods. In particular: theoretical generalization and comparison, structural and logical, and others.

Literature review provides some basic approaches to the interpretation of the essence of economic potential.

Under the first approach, the economic potential – is an ability of the economic entities to produce a certain amount of public goods for the specified amount and composition of the productive forces.

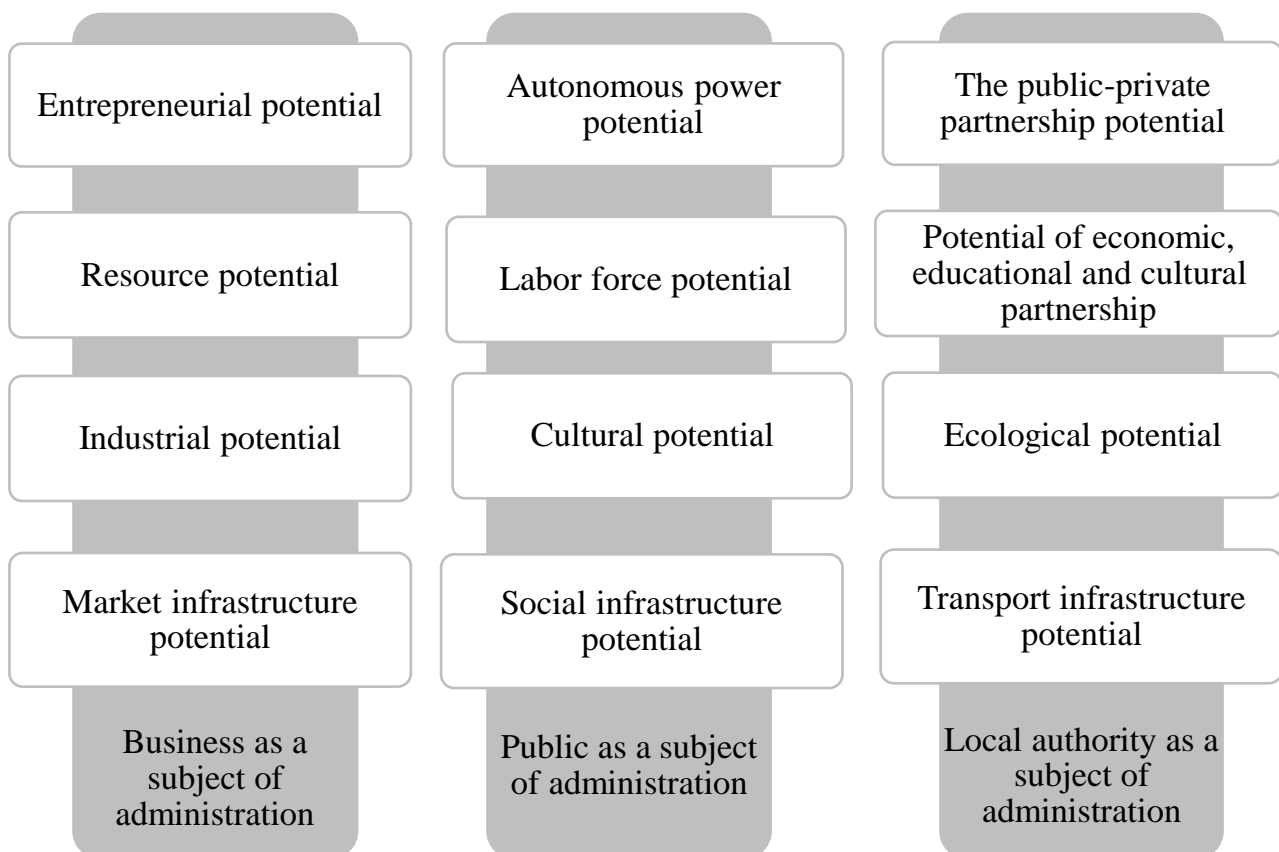
Under the second approach, economic potential characterizes complex of resources and competencies whereby socio-economic objectives, functions and maximizing production of certain goods are achieved.

Supporters of the third approach emphasize the probabilistic nature of the objectives of the economic entity, so "economic potential" is considered primarily as a possibility, the probability of the entity to create greater opportunities to influence on socio-economic processes, or to promote or prevent the onset of certain event.

Based on the analysis author determines the economic potential rural areas as a quantitative and qualitative assessment of the likely outcome of the efficient use of resources, competencies and capabilities that are available in a particular rural area within a defined planning horizon.

In contrast to other definitions, author proposed approach which determines economic potential as a category of management, which provides integrated assessment of resources, competencies and opportunities for rural areas development in the circumstances. This allows assessing the prospects for rural development from the standpoint of the interests of all stakeholders who collectively represent local government, business and public and emphasize the specific influence and expectations of each of the parties to the current and projected state of the control object, which is the process socio-economic development of rural areas.

According to the results of the comparison interpretation economic potential's components of the rural areas, the author proposes its own structure to discuss, which takes into account the theoretical position and expressed its own opinion on the subject of the study (pic. 1).



Pic. 1. Structure of the economic potential rural areas in accordance to administration.

Sources: the author's development

The feature of the proposed structure is the focus priority factors according to the development of rural areas managing functions. Vertical sorted sequence of placing sub-potentials is done according to the direct jurisdiction and key interests of the private sector, public and local authority (in its contribution to the strengthening of the economic potential in the whole).

In our opinion, forthputting of this structure as the theoretical basis for analytical study of the economic potential rural areas allows effectively assess the threats and impediments to its development, and mobilize local authority, business and the public to solve it.

Applying a systematic approach in the research of the economic potential rural areas can be considered as a set of lower levels potentials. They describe provision area with certain type of resources; structure, quantity and quality which determine the possibility maximize the economic efficiency in the current or expected conditions.

ANALYSIS OF MODERN APPROACHES OF ESTIMATION OF ECONOMIC STRENGTH OF COUNTRY SECURITY

T. A. Kostiuk

Abstract The looks of scientists-economists of relatively methodical approaches of evaluation of economic strength of the state security are analysed in the article, the methodology of estimation of economic security ratified at legislative level is considered in the cut of basic indicators and their threshold values. Basic contradictions of existent scientifically-methodical approaches are distinguished, that, in turn, reduces authenticity of results of their application. A requirement is well-proven in further development of theory-methodological ground of the system of estimation of economic strength security in home science taking into account development of different spheres and industries of economy of country.

Modern maintenance of concept of economic security of the state is certain. The methodological going is reasonable near the estimation of her level, that envisage the choice of indicators and their threshold values, use of multiplicative form of integral index, setting of norms of indicators, ground of weigher coefficients in the cut of constituents of economic security.

The economic security of the state is part of national security. It plays a crucial role in the economic development and maintain sustainable economic development, implementation of effective social policies protect society from environmental elements, maintaining the proper level of competitiveness in the face of international economic interdependence.

Methodological approaches sponsors comprehensive evaluation components of economic security based on a clear concept of structuring economic security; Theoretical substantiation of method of selection of indicators of economic security and normalization of their values; taking into account the specific country and time of development and openness of the national economy, such as state management of the economy. The basis of improvement of methodology of complex estimation of economic security adopted theoretical and methodological approach, which requires a comprehensive solution to the problem of ensuring the economic security of the state,

study indicators of economic security and normalization of values depending on the properties of the category of "economic security", specific time, level of development and openness of the economy, such as state management of the economy. Mathematical software integrated assessment of economic security is novel and also takes into account the complex hierarchical relationships in economic security.

The modern meaning of economic security should be interpreted as a set of conditions under which ensured the protection of national economic interests, the possibility of keeping the parameters of the economy within the normative values, the ability of the economy to meet the long regime needs of society, generate innovative developments and realize competitive advantage in global markets.

Meaningful functional features of the concept of "economic security", describing it as a set of necessary and sufficient conditions for protection of the state economy are: meet the national interests, the structural balance economic system and the stability of its parameters, to ensure the stability of the national economy, the reliability of the economic system, rhythm financial and economic processes, focus on the innovative development of the economy, the relative independence of the national economy. Thus, the range of selected indicators of economic security has comprehensively reflect these characteristics of the national economy and its environment.

The economic security of the country can be described many ways. Hence, an important task is to establish sufficient indicators to analyze the list and determine the integral index acceptable to characterize the dynamics of economic security compared to its threshold. The basic set of indicators is an integral component of the index of economic security offered by different authors and summarized in guidance on evaluation of economic security, namely: macroeconomic, investment, innovation, financial, energy, food, foreign, social and demographic.

The proposed legislatively list of indicators based on the selection of indicators on the principles of representativeness, reliability and information availability, which more fully describe each of the subindexes, given the pre-experience assessment

developments of Ukrainian and international scientists in the field of economic security indicators of economic security determined specialized international organizations targets. Methodology for determining the level of economic security of Ukraine includes: calculate the dynamics of indicators of economic security components according to the State Statistics Service of Ukraine and macroeconomic modeling; determination vector threshold (threshold and optimal) values of indicators; select normalizing coefficients range from changes in the indicators and thresholds; conversion of time series of indicators and thresholds to exclude them negative values; holding valuation indicators and thresholds for the sole normalizing factor for each indicator and its thresholds; determination of weighting coefficients of indicators and threshold values for each component of economic security; calculation of time series integral index of each component of economic security and integrated index thresholds for the multiplicative form; determination of weighting coefficients components of economic security (integrated index level I) and integrated thresholds; calculation time series integral index of economic security and integrated index thresholds for the multiplicative form (convolution second level).

Setting the standard values of indicators allows to identify potential areas of risk and danger level (acceptable risk, pre-crisis state, crisis state). Normative values of indicators established and updated depending on the specific time, level of development and economic openness, stages of the economic cycle. Normative values and should be differentiated depending on the type of economic strategy, each of which correspond to certain activities and resources. Defense strategy or simulation type includes measures for self-preservation, or to follow the leaders, offensive strategy generates active steps to implement competitive advantage and occupying leading positions in the markets, anti-crisis strategy aims to neutralize crises and their consequences. As part of the defense strategy or simulation set less stringent standards of security within the offensive they increased to the optimum level, the purpose of anti-crisis strategy is to maintain the security settings in Wake temporary limit values of their gradual rise. For each indicator, and determined the optimal thresholds. Best (lower and upper) characterize the acceptable range values

within which conditions are favorable for the economy. Thresholds (lower and upper) - a quantitative value, the violation of which leads to unfavorable trends in the economy. Standards mentioned indicators are reviewed according to economic change.

The economic security of the state is an important component of national security, but also a complex relatively closed system, which has its own structure, internal logic that determines the urgency and the need to improve the methodology of integrated assessment of economic security to provide an adequate response to the destabilizing factors. Creation of an effective system of economic security enables timely detect threats to national economic interests and to prevent damage to the social and economic system as a whole.

Key words. Economic security of the state, indicators of economic security, integral index, threshold values, constituents of economic security.

THEORETICAL ASPECTS OF FORMING OF ECONOMIC SELF-SUFFICIENCY OF RURAL SOCIETY

V. O. KULYK

Abstract.

In article the author determined essence of categories «self-sufficiency», «economic self-sufficiency», «society», «rural territories». The concept «self-sufficiency» of its origin, evolution and modern interpretation is considered by various branches of science. Problems of development of rural society are covered. Methodical approaches to forming of economic self-sufficiency of rural society are researched. roles of rural society as socialization mesofactors in the course of social formation of the personality. The problem of forming of controlling mechanisms is covered by economic development of rural society.

It is offered to estimate efficiency of public administration by economic development of rural society from line items of cost efficiency, target efficiency, organizational effectiveness. At the same time cost efficiency of management is considered as result of activities of a management system, provides in case of the smallest costs of achievement of the object set for object of management. Target efficiency is determined as coordination of result on purpose.

Organizational effectiveness is an optimum form of interrelations of elements of system which does it to the most effective in goal achievement. To be considered as an innovative component in this sense receipts of set of indicators on the basis of which determination of efficiency of public administration as a factor of its «perfection» is possible that will constitute a basis for further individualization of management decisions and a possibility of «personalisation» of social responsibility of management teams.

Development of rural society requires operational regulation in a present situation and adoptions of relevant decisions concerning determination of amounts of support of its components in the different directions of financing.

Decision making about provision of a certain type of the state financial support to agricultural enterprises, rural households, the rural territories is performed at the regional level of management, proceeding from real requirements of objects. It causes need of studying of a real condition of potential of rural society of the region and endogenous potential of the rural territories.

Need of preserving reproduction qualities of rural society and economical sotsio-ekologo-spatial systems causes the necessity of stimulation of development of agrobusiness on the innovative principles, forming of the favorable institutional environment on all the rinyakh of development of an agrarian economic system. It testifies to the urgent need for identification of tendencies of development of agrobusiness and forming of its organizational structure in the conditions of transformation of the institutional circle of rural society.

Specifics of measurement of efficiency of the institutional environment of agrobusiness at the local level of agrarian sector of economy consist in use of estimative techniques which provide a possibility of identification of influence of strategic, organizational, motivational, infrastructure factors of its forming in the context of support of development and reproduction of a social capital of the village, rural economy, the rural territories.

We consider that management of economic development of rural society in the conditions of development of agrobusiness should be considered as influence of the institutional environment and the state regulation machinery on relations of agricultural producers with various subjects of the agrarian market. Sensitivity degrees for rural society on use of methods of public administration is institutional conditions of agrobusiness which are created as a result of action of regulatory legal acts, state orders, plans of social and economic development, target comprehensive programs, the government budget.

Transition to the market relations requires development of efficient and effective controlling mechanisms economic development of rural society not only on state, but also at the regional and local levels that results in need of use of modern line items of system approach to management of the integrated economical

and spatial formations, in particular, of a complex cumulative coordination, planning on the basis of the analysis economic space with allocation of «the bearing designs» and the integrating algorithms. The neglect regional specifics and features of development of the separate territories causes uncontrollable political, economic and social consequences which arise first of all because of imperfection of controlling mechanisms.

From the Government budget of Ukraine treat shortcomings of the operating mechanism of support of the territories imperfect system of accounting of distribution of budgetary funds: distribution of budgetary funds between the territories only in an income type and expenses of local budgets, subventions, grants of equalization is considered, and expenses according to the appropriate budget programs, significantly adjust estimates on state supports of certain territories, don't appear in the separate reporting.

In regions data on provision of tax benefits to separate industries, the entities don't accumulate too, the organization, also creates prerequisites for the hidden support of certain regions. Specified doesn't give an objective efficiency evaluation of the state support and a real financial condition of regions, promotes deepening of disproportions in their development. Own powers of regional authorities aren't provided with the corresponding income of local budgets. Forming of local budgets it is performed on a formal basis according to standard rates of fiscal capacity, proceeding from the available budget opportunities, doesn't satisfy objective requirements of the territories.

Розширена анотація на тему:

«СОЦІАЛЬНО-ЕТИЧНИЙ МАРКЕТИНГ ЯК ЗАСІБ ЗАБЕЗПЕЧЕННЯ
КОНКУРЕНТОСПРОМОЖНОСТІ АГРОПРОМИСЛОВИХ ПІДПРИЄМСТВ».

An extended abstract on the subject of

«SOCIAL-ETHICAL MARKETING AS A WAY OF PROVIDING
AGRICULTURAL ENTERPRISES' COMPETITIVENESS»

YA. S. LARINA, K. A. TSYMBALIUK

Problem setting. Modern social-economic transformations in the agricultural business caused the necessity of searching for effective instruments to increase competitiveness of enterprises to ensure their sustainable development. Marketing is becoming an important component and basis for the formation of strategic activity and competitiveness of the agricultural enterprises as a management function. In the process of marketing evolution was formed a social-ethical concept, which suggests that the company should be directed to meet the reasonable and healthy needs of potential customers, maintain the balance of the social-economic and ecological interests of society, ensure the viability of the current and future generations of mankind.

Recent research and publications analysis. Significant contribution to the reserch of various aspects of the implementation of the social-ethical marketing concept and activities of companies committed domestic and foreign scientists, namely: D. I. Akimov, A. N. Asaul, P. I. Zelenko, F. Kotler, J.-J. Lamben, T. Levit, V. Pisarenko, I. V. Slusareva, V. Cupis and others. However, adaptation of specified concepts in the activity of agricultural enterprises is insufficient.

Paper objective. The purpose of the study is the generalization of theoretical principles to ensure the competitiveness of the agricultural enterprises on the basis of social-ethical marketing.

Paper main body. It is known that in the periodization of marketing science are distinguished five alternative marketing concepts: the concept of production improvement, product development, the intensification of commercial activity, traditional marketing and the concept of socio-ethical marketing. Every one of them is a continuation of the previous one with detailed and clarified purposes. However, it

should be noted that the presence of a specific agricultural product determines that elements of concepts of product improvement and socio-ethical marketing have always been dominated in agricultural marketing.

As F. Kotler mentioned: “The concept of socio-ethical marketing declares its task as organizing of the installation needs, desires and interests of target markets and their satisfaction in more efficient and productive way than the competitors and ensure and enhance the well-being of both consumers and society in general”.

Given this, marketers that use the concept of social-ethical marketing should simultaneously solve two difficult tasks: first, to convince consumers that the consumption of environmentally friendly products will enhance their health and reduce the costs of medical services and prescription, secondly, target manufacturers of agrifood products on the development and mastering of the scientific and technical progress achievements, which will provide a stabilizing or increasing yields, and decrease the cost of production, and consequently stabilizing or lowering prices.

Real prospects of effective application social-ethical marketing in agricultural enterprises are revealed through the creation of organizational-economic mechanism of social-ethical marketing. The efficiency of agricultural enterprise largely depends on the correctness of the application of organizational-economic mechanism that influenced by the level of institutional environment, ownership form and other factors. Use of these methods provides legal compliance and powers in matters of economic activity, and the measures of coercion and disciplinary responsibility.

The use of social-ethical marketing in the first place improves the reputation and image of the enterprise, the competitiveness of enterprises, social efficiency, increases the possibility of entry into new markets, enhances the potential of the employees (which leads to employee turnover), increases possibility of investment and increases the value of the shares of the enterprise, enhances attraction of new customers, improves overall opinion about the brand, etc.

Thus, increasing competitiveness by expense of social-ethical marketing increases the respect and trust of consumers to businesses both on the domestic and foreign market. Macroeconomic environment of enterprise becomes stable, loyal and

"friendly" to the company, which has a number of competitive advantages in comparison with other objects of management on this or other markets.

Conclusions of the research. Social-ethical marketing becomes increasingly important at the present stage of agricultural enterprises development. This requires to supply consumers with high-quality, environmentally friendly food, integration in production of modern achievements of science and practice, use of resource-saving technologies, and promotes the growth of the employees welfare and the preservation of the environment. The application of social-ethical marketing concept in activities of the agricultural enterprises is one of the important tools to enhance their competitiveness, as well as the impact on competitiveness factors, such as efficiency, stability, quality and quantity of products, environmental friendliness of products, appropriate use of resources, and others.

FACTORS AFFECTING RELATIONS DEVELOPMENT IN THE PROCESS OF INTERACTION BETWEEN JOINT ENTERPRISE PARTNERS

K. M. LUTSIY

The current stage of development of marketing is characterized by the formation of the concepts of partnership relations. Nowadays, the trend towards cooperation, partnership and constant search for the most effective partnerships and relations is relevant. Partnerships enable the company to achieve, maintain and strengthen its competitive advantage. A partnership in business can be defined as a form of economic relations based on common actions and efforts of the parties, united by a common interest (beneficial for both sides) to achieve specific objectives that are well understood by the members of such relationship. The problems of interaction between participants of business processes within the concept of relationship marketing today are quite relevant. Implementation of the relations concept and building business networks on this basis requires development of specific mechanisms for implementing this concept. The focus should be on the factors that contribute to building an effective system of relations and achieve the synergistic effects that facilitate the transition of businesses to a new evolutionary state. Developing of the effective organizational-economic mechanism of realization of the concept requires study and evaluation of the factors that affect the formation and determine the development of relations of business partners in the whole. This article is intended to research the main factors influencing the formation and development of inter-firm relations in business networks. Building relationships implies involvement of partners in cooperation with the lowest risk, which is assessed positively by all parties. The formation and development of relations between the parties requires coordination and goal alignment by the interested companies. Without regular evaluation it is impossible to unveil the problems of interaction and deterioration of relations between market participants. Therefore, measuring the effectiveness of relationships is necessary for the development of business networks.

The article highlights the main interaction effectiveness indicators that result from the evaluation of partners' cooperation. The factors that determine effective development of relations have been determined and discussed in detail:

- confidence;
- commitment to a partner;
- quality of communication between interacting firms;
- ability to resolve conflicts through joint problem solving;
- level of adaptation.

It has been noted that trust plays the key role in the development of relations between firms, being formed in the process of preliminary selection of a partner. Features of partner confidence research were defined. In a situation where financial information is unavailable, the solution can also lie in the evaluation of psychological reliability of the partner. The motivation for cooperation by the partner was highlighted, as this factor is quite important in the preliminary assessment and the emergence of partner trust. Trust relationships between companies are reflected in the form and content of the contracts concluded, the nature of proposals, the terms of implementation of contracts and the forms of payment. An important aspect of the content of intercompany relationships in business networks is the allocation of risk between the parties. As a part of measuring the level of trust in inter-firm relationships we have identified the need to assess dispositional confidence as well as situational confidence, which is the result of direct interaction between partners.

It has been noted that high level of commitment ensures the level of relationship in which partners can achieve individual and common goals without danger of opportunistic behavior of a party.

It has been proved that effective communication is an important part of the operation both within the company and in the intercompany relations. Communication enables participants to understand and align the objectives, allocate the roles and responsibilities / powers of their partners, which greatly facilitates interaction. Among the main points in intercompany communications the

sophistication of communication systems, the degree of information exchange and its regularity as well as corporate communications were highlighted.

Partnerships involve interaction between two or more people, but even in the presence of respect between network participands and their mutual goals conflicts are inevitable, as in any other social interaction. The main aspects that are the most important for intercompany relationships have been characterized, being frequency of conflict and behavior of the parties in conflict situations.

The adaptation of companies in the technical, commercial and social fields links parties closer to each other, contributing to further cooperation. It also prevents penetration of other firms into the relationships that have been formed. The adaptation of enterprises involves transformation of their business activity, increased flexibility and adaptability to business partners.

As a result it has been observed that development of relations in the joint enterprise is influenced by the factors that have different nature, mechanisms and are often mutually dependent on each other. It has been proposed to systematize these factors by their effect on the formation and development of relations.

THEORETICAL APPROACHES TO THE INNOVATIVE ACTIVITY OF THE AGRICULTURAL ENTERPRISES

O. P. Lutsiy

Annotation. Ukrainian agricultural production nowadays stops being the priority area of activity which leads to the negative consequences. At the enterprise level its impact caused the virtual absence of resource limits undertakings regarding innovative activity, depriving them of prospects for renewal of logistics as a prerequisite for the production of competitive products; at the governance level - the lack of well thought-out exit strategy of agricultural enterprises of the economic crisis and to ensure their further support in the implementation of innovations, which are essential to achieve the proper world-class quality and desired niche representation of domestic enterprises in the international market. This trend also affected agricultural enterprises. For a long time, agricultural machinery in Ukraine occupied a prominent place in engineering and had strategic importance for the state. However, recently as a result of ill-conceived and dysfunctional economic policies, unjustified spending cuts to finance the respective development, reducing the number of concluded international agreements on the production and supply of agricultural machinery companies within the industry are in a crisis that led to low competitiveness of their products.

However, it should be noted that even though the depth and versatility study investigated issues related to the development of innovative companies, the vast majority of scientific papers based typically on foreign experience. It is caused by the fact that the conceptual basis of innovation management companies determined at the highest levels of government, not directly in the business. In addition, diverse analyzed the problem is those companies that are in a relatively stable environment that is completely inadequate to those conditions in which today are agriculture Ukraine. Given this theoretical-methodological and practical principles of marketing innovation management of agricultural enterprises require theoretical clarification, deepening and refinement.

The goal of our research is the synthesis and development of theoretical approaches to the formation of an effective system of marketing innovation management of agricultural enterprises. To achieve this goal in this article were set and solved the following problems: clarifying the nature of innovation based on separation of scientific approaches to their treatment and identify the nature of the system of innovation management; determining the theoretical approaches and classifications of the process of innovation management of agricultural enterprises. Long-term trends in any process depends on many external and internal factors, and they can vary considerably. Moreover, the faster change factors, especially changing technology. In the 90's especially fast changing both internal and external factors in our country, and the situation prevailing in the sphere of innovations clearly defined as a crisis. On the one hand it is characterized by problems of infrastructural maintenance of innovative processes, with another - lack of incentive mechanisms to enhance these processes, especially in leading industries, where, due to the unprepared elimination of branch management drastically reduced control over all levels of governance and disappeared framework where previously the company received not only the necessary innovative information, but also the necessary operational information.

The generalization of research about determination of the economic content of innovation has allowed us to identify several of the following approaches:

1. Objective approach. Innovations are the result of scientific and technological activities, new technology, new production technology, new products, etc. (in this approach, researchers identified innovation to innovation). For example, the famous Russian economist E.A.Utkin notes that "in innovation (innovation) usually refers to an object that is implemented in production is the result of scientific research or discoveries, and that is qualitatively different from the previous analog."

2. Process approach. Innovation is defined as a process of development, implementation and dissemination of a variety of innovations and new organizational forms, improve methods and means of production.

3. Object-utilitarian approach. In this case, scientists examined innovation in two ways: as an object, as a new use value that is based on science and technology, and in

the utilitarian sense - as the ability to meet the needs of society with much greater benefits.

4. Process-utilitarian approach. Innovation is defined as a complex process of development, distribution and use of practical tools with pre-defined parameters (primary technical and economic characteristics), which will contribute to better meet market needs and provide certain economic benefits.

5. Process-financial approach. The basis of this interpretation put investment process innovation, attracting financial resources for research and design development (NDPKR), new technologies, Projective and research.

As can be seen in all the above approaches essence definition "innovation" and "innovation" is defined according to certain formal situations. However, these approaches do not reflect their basic economic sense, that there are no clear criteria for innovation from the standpoint of economic indicators of economic activity of agricultural enterprises. Theoretically, at first glance, the question is not somehow practical. Because according to the interpretation of the essence of innovation, the heads of agricultural enterprises there are certain reflexes that are not always associated with an adequate response to the chaotic (turbulent) processes in the environment. Moreover, not a true interpretation of the essential features of pseudo innovation and innovation leads to very serious administrative, organizational, financial and economic consequences. Our research of various scientific approaches and definitions about innovation of agricultural enterprises led to the conclusion that there is a sufficiently large number of views of scientists from these complex issues are, in fact, we may be reduced to two key provisions: the interpretation of innovation in the narrow and in a broad sense

Thus, in the narrow sense of the most reasonable and witty interpretation of the meaning is innovation as the end result of creative activity, which is in the form of new or improved products offered on the market or new or improved technological process used in practice. From this definition, among others, consider it appropriate to make two conclusions: First, innovation is as such only if its implementation in production or practical application on the market; Secondly, innovation should not equate with innovations or changes, or vice versa. In a broad sense meaning of

innovation is defined by us as the achievement of the human mind (the new ideas, inventions, discoveries, improvements and the like), aimed at improving the efficiency of economic activity in a particular area, in the production facilities and the products of labor, the use of more efficient technologies , new energy sources, creation of modern weapons and means of protection from it, learn the unique style of architecture and art, improved forms of work organization and management, financial, commercial or socio-political institutions, forms of international cooperation and so on.

Keywords: economic development theory, combination of factors of production, economic cycles, dynamic entrepreneur, novelty, technological and product innovations, trends and patterns of innovation, integration of economic cycles of technological innovation, scientific approaches to determining the economic substance of innovation: the object approach, process approach, object-utilitarian approach, financial and utilitarian approach, financial utilitarian approach, interpretation of innovation in the narrow and in a broad sense.

MANAGERIAL FACTORS ENSURING COMPETITIVENESS SUPPORT OF AGRO-INDUSTRIAL COMPLEX PRODUCTS

I. A. Mischenko

Abstract. Relevance of research competitiveness of agricultural production appears that economic agents in agriculture will be able to successfully implement the expanded reproduction only maintaining its segment in the food market. The purpose of the article is a study of management factors ensuring the competitiveness of agricultural products on the background of innovative technologies. Materials and methods. During the study used empirical methods of observation, measurement, comparison, evaluation of the facts of the market environment. Based on the cognitive information process to incorporate theoretical research methods: abstraction, analysis, synthesis, induction, deduction, and so on. It is established that along with innovative technology competitiveness factors determine the following management: mission, business, corporate objectives, goals administrative staff and direct operators, incentives and motivation, personnel, labor discipline. Results and discussion. The competitiveness of agrarian sector in both domestic and foreign markets largely determined by the segment of homogeneous types of goods. Advantages of commodity products on the market provides customers demand it. This demand is formed, on the one hand, values, tastes and preferences of customers, on the other hand; price per unit of product, and on the third hand - quality features as the totality of its essential features. Among the factors of competitiveness, above all, belongs to single out some of them during programming, designing agribusiness activities, factors that precede its content and technology need to be addressed in some logical sequence from the management of each company. In numerous publications there are allegations that a high quality product, and hence it more competitive technology automatically detects its production. Therefore, advertised, promoted and encouraged new technologies. Against this object cannot, for practical experience confirms this dependence agribusinesses corresponding positive effect. These factors are not only related to certain technology and ace technology and competitiveness not only one type of product and as a whole. First, it is the mission

of the company. Its necessity and complexity caused by the dynamism of modern social life and rapid changes in the situation on the food market. High risk agribusiness companies that specialize in a limited number of products, can be compensated by the diversification of production and services. Under these conditions difficult to determine the mission, but it should do, because it was, is and will be the alpha business itself. Second, after the mission statement should define targets system in which priority role belongs to corporate strategic goals, quantitative and qualitative parameters are specified for the purposes of business units within a calendar year. Strong coordination at different levels is achieved wood construction purposes. Thirdly, because the company is part of the system of social and economic systems of the highest order, its corporate goals should go outside the company to ensure harmonious relations with the environment (ecology, sources of resources, scientific and technological progress, the legislation states etc.). Fourth, the achievement of practical activities provided personnel, hierarchical structure which is based on the sub or tasks (goals lower levels). This is done by the decomposition of corporate management goals of the company from top to bottom, until the operators who practically performing specific types of manufacturing operations. The organizational structure of the entity in agriculture and its administrative apparatus is just the one link in the junction of agribusiness, where "there" and in harmony with the goals of the company and the technology they support. Fifthly, the same technology as our experience convinces entity on earth provides identical results, including a variety of quality products, sometimes with quite inexplicable differences. The fact that operators depending on the level of their professional skills in different ways perform their functions differently observe the rules of technology, and ultimately provide different technological discipline that should ensure the appropriate quality. But the quality and cost of the final results - products or services, to some extent, depend on each element of the system factors that cause them, and for effective process control should quantify the extent of this impact. The behavior of the operator depends on personal motives and regulated methods of leadership. So some products and ultimately its competitiveness is defined and system management

at the plant, which is to ensure unconditional observance of technological discipline. The sixth important way of improving the competitiveness of agricultural products and increase profitability is to use incentives and motives. Stimulating work involves the creation of conditions in which the active employment gives some previously recorded results, it is necessary and sufficient to meet the significant and socially constructed needs of the worker, the formation of his motives to work. Motivation of work cannot be effective without the use of modern forms and methods of material incentives for staff. Motivation - a desire the employee to meet their needs through employment. The seventh factor in improving product competitiveness is the effective use of labor discipline. Discipline is a means of labor and function of providing the most effective achieving political, social, technical and economic objectives of the production process. It is an integral part of any relationship. It is established that along with innovative technology competitiveness factors determine the following management: mission, business, corporate objectives, goals administrative staff and direct operators, incentives and motivation, personnel, labor discipline. The results complement the findings of other scientists, but require experimental verification expansion in economic subjects APC on labor discipline and improving its stimulus.

Keywords: Impact of management, competitiveness, agriculture in Ukraine, agricultural production, economic entities.

MANAGERIAL FACTORS ENSURING COMPETITIVENESS SUPPORT OF AGRO-INDUSTRIAL COMPLEX PRODUCTS

I. A. Mischenko

Abstract. Relevance of research competitiveness of agricultural production appears that economic agents in agriculture will be able to successfully implement the expanded reproduction only maintaining its segment in the food market. The purpose of the article is a study of management factors ensuring the competitiveness of agricultural products on the background of innovative technologies. Materials and methods. During the study used empirical methods of observation, measurement, comparison, evaluation of the facts of the market environment. Based on the cognitive information process to incorporate theoretical research methods: abstraction, analysis, synthesis, induction, deduction, and so on. It is established that along with innovative technology competitiveness factors determine the following management: mission, business, corporate objectives, goals administrative staff and direct operators, incentives and motivation, personnel, labor discipline. Results and discussion. The competitiveness of agrarian sector in both domestic and foreign markets largely determined by the segment of homogeneous types of goods. Advantages of commodity products on the market provides customers demand it. This demand is formed, on the one hand, values, tastes and preferences of customers, on the other hand; price per unit of product, and on the third hand - quality features as the totality of its essential features. Among the factors of competitiveness, above all, belongs to single out some of them during programming, designing agribusiness activities, factors that precede its content and technology need to be addressed in some logical sequence from the management of each company. In numerous publications there are allegations that a high quality product, and hence it more competitive technology automatically detects its production. Therefore, advertised, promoted and encouraged new technologies. Against this object cannot, for practical experience confirms this dependence agribusinesses corresponding positive effect. These factors are not only related to certain technology and ace technology and competitiveness not only one type of product and as a whole. First, it is the mission

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Keywords: Impact of management, competitiveness, agriculture in Ukraine, agricultural production, economic entities.

ACCOUNTING FOR STOCKS: INTERNATIONAL PRACTICE AND DOMESTIC EXPERIENCE

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Integration into the global economic system has become the reason for the widespread use of accounting information. Formation of a market economy in Ukraine requires fundamental changes in the management and system of accounting methods. Reserves are a significant part of assets, they play a special role being part of the property and having a dominant position in the cost structure of enterprises of various activity spheres, thus the question about the effectiveness of their accounting is still a problem of today.

Definition of the term «reserves» differs in different countries. Each foreign company has stocks inventory, regardless of the scope of its activities. In the balance sheet they are presented as one article – «Reserves/ Inventories». In international practice, there is no consensus on the interpretation of the terms «current assets», «inventory».

Inventories – are assets: held for sale in the ordinary course of business activities, are in the process of production for such sale or are in the form of materials or supplies to be consumed in the production process or in services.

The staff of inventories includes tangible assets held for sale or production of goods and services. Since during one year they become cash reserves, they belong to current assets. In foreign companies an account «reserves» is divided into several accounts of the second order, each of which is designed to account for certain type of inventory.

The term «reserves» according to national P(S) A9 «Inventories» (P(S) A9 2009) is – assets, which: 1) are stored for subsequent sale in the ordinary course of business activities, 2) are in the process of production for the purpose of further sales of the product, 3) are held for use in the production, execution phase and services, and enterprise management. Economist Yu. Belyaev [Belyaev 1999]

gives the following definition of the inventory: it is subject of labor that in the process of production turns into certain products, or finished products made for personal consumption or industrial use. This definition is incomplete because the stocks according to P(S) A 9 besides subjects of labor and the finished product include stocks that are in the process of production, which is work-in-process and inventories kept for further sale, i.e. goods. Furthermore, according to this standard inventory includes current biological assets and agricultural products as well, if their assessment is carried out according to P(S) A. This definition is given in the works of Tkachenko N. (Tkachenko 2004). In their works Chebanova V. and Vasilenko Yu. (Chebanova, Vasilenko 2002) pay more attention to the functional side of inventories, in the definition given by them inventories are material resources (capital goods, consumer goods, other assets) necessary for the expanded reproduction and maintenance and service of material production and satisfaction of needs of the population that are stored in warehouses or other places for their next use. Scientists call inventories material resources. We believe it impossible to confirm it, because the concept «material resources» is broader than the term «commodity inventories» and «reserves». We can hardly agree as well with the statement that the material resources are capital goods including means of labor and objects of labor (Butynets' 2001) because they include also the capital and current biological assets, and goods of agricultural production do not belong to material resources (Khmelevskiy 2007).

Thus, the broadest term is «reserves» that can be identified with the term «inventories». We consider commodity inventories composed of stocks and productive reserves are part of the inventories. If in P(S) A9 we found a definition not only of the term «reserves», but also «productive reserves», «commodity stocks», «material resources», thus we would find a common approach to these economic categories.

Inventory holdings (IH) in accordance with the principle of cost recovery are to be accounted at their original (historical) cost at the time of purchase. Most companies take for the cost of purchased goods only their net value (i.e. price

according to accounts).

International assessment standards provide general concepts used to evaluate the property and reflect it in the financial statements. This means: the market is a system in which goods are transferred from the seller to the buyer through the price mechanism; price is a certain amount of money required, assumed or paid for the goods; the cost is the price paid for that product, or the amount necessary for its production (Ogiychuk 2011).

Analysis shows that the inventory evaluation under the condition of market economy has become very complicated (Kovenko 2007). Comparison of different inventory evaluation methods at their disposal gives reason to believe that the least risky and easiest to use is the average cost method, but when using it payment system gets complicated and control over the accuracy of cancellation of materials on production costs is weakened. With relatively stable economic situation choice of inventory evaluation method at their disposal does not play a big role. The choice of the method has a significant influence and has to be taken into account under the condition of stocks prices changes. In all cases, the faster the received inventories are dispensed into production, the smaller the difference in their assessment of the application of this or that method is. It should be remembered that, drawback may be in any way of stock assessment.

Thus, we believe that in the current economic situation that is constantly changing it is necessary to consider the positive and negative consequences of using of each of inventories evaluation method.

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GESTALTIC APPROACH IN PROVISION

MANAGEMENT OF CONSUMER

The article deals with essence of development. As the title implies the article describes the principles and mechanisms of rural development. The paper is concerned with methods of the rural territories development program. It is known that socio-economic methods and models of sustainable rural development have been based by system-innovation. It should be noted about prospects of growth qualitative and quantitative characteristics of rural areas which expense by increasing the volume of organic production, providing principles of non-waste life, outlook method formation of the noospheric education and the investment attractiveness provision of the territories by increasing its natural and human potential in the context of powers decentralization. The article reveals the essence and function of public institutions form the basis of rural development. It also identifies mechanisms for achieving sustainability. The author illustrates the ways and mechanisms of steady development of rural territories in the conditions of globalization. The author illustrates the direction of society and prerequisites for individual effects. It also shows the mechanism of dissemination of information by the word – a key tool for creating vivid perception and system management. The article defines the priorities of local government and the public in the process of decentralization of power in Ukraine. The author identifies features of the activity and direction of national policymaking rural revival with the participation of public organizations. It also provides the experience and tools of international regulation of social development, creating global networks. The author describes the mission, functions, goals and objectives of international organizations in the field of environmental development. The article illustrates the activities and experience of management and livelihoods in ecological settlements in Ukraine and worldwide. The author considers ecological settlement as a model for future

society. The main component of their development is a sustainable approach to business and life activities. The article emphasizes the need for public participation in environmental settlements from the standpoint of land relations regulation private initiatives. It also notes the need for state and private partnership in addressing the issues of organic farming, waste-free life, education and upbringing. The author presents the experience of the Ukraine patrimony as one of the directions of rural territories development.

Keywords: rural areas, rural development, infrastructure provision, food security, sustainable development.

Place of Land Plot Lessors in the System of Agricultural Marketing. Rafalska V.A.

The agrarian sector in Ukraine is developing at quick pace today. Marketing as a modern agricultural production management oriented concept should be given particular significance when problems in agriculture are resolved. One of agricultural market specific features is limited land resources and land dependent production. Over 80% of agricultural land is leased by farmers. Today, the agricultural business witnesses aggravation of competition among the lessees for renewal of land plot lease agreements.

Agricultural market is a turnover area providing agriculture with necessary means of production, services, advanced technologies, sale of produce produced by agricultural enterprises (agricultural marketing). It should also be taken into account that the most important specific feature of this market is its complicated structure that comprises of several subsystems: land market, market of production means for agricultural raw materials, food, energy resources, crop protection agents, fertilizers, preparations, credit resources, technologies, information, etc. Each of them has its own specific features, but together they are characterized with interdependence and close relations. Another specific feature of the agricultural market is limited land resources and land dependent production. Over 80% of agricultural land is leased by farmers. As on 01 December 2015, 4671,5 thousand of agricultural land agreements have been concluded, involving privately owned property (shares) of general area of 16597,0 thousand ha (50% of privately owned land). Average rental was 786 UAH/ha per year. It constitutes a significant part of the Ukrainian population that has special interest in and needs for efficient management of agricultural enterprises. It is difficult to calculate this part of the population exactly as the second and the third waves of inheritors often own 5 and more land plots. Ratio of a number of employees at an agricultural enterprise to a number of lessors thanks to whom the land bank is formed is 1:10 for medium size enterprises and much more for big agroholdings.

The goal of the study is to determine a place of land plot owners in the system of agricultural marketing, who are a source of land banks of agricultural enterprises, consumers of such enterprises' produce, and partially employees of such enterprises.

When writing this academic article, the following research methods have been applied: theoretical generalization, economic mathematical methods, methods of comparative analysis, sociological and statistical methods, observation methods, systematic approach, and scenario simulation method.

Today, the agricultural business witnesses aggravation of competition among the lessees for renewal of land plot lease agreements. In 2017-2019, terms of land plot lease agreements expire. But, as experience has proven, renewal of agreements has started even now. In case of early renewal of land plot lease, lessees set up the elevated rental and pay one-time premium bonuses.

In our opinion, the reasons of competition aggravation are as follows:

High cost-effectiveness of agricultural production (for some kinds of produce it is up to 100%) is attractive for domestic capital that is looking for highly effective branches. Growing interest of foreign companies motivates domestic business people to invest in agriculture. According to estimations of scientists from the Institute of Agricultural

Economics, over 96% of investments for the first six months in 2016 have been made in agriculture. For the first six months in 2016, the investments in agriculture showed increase by 60%. Own funds of enterprises is the main source of such investments. Moratorium on alienation of land plots (shares) that is being prolonged from year to year facilitates shadow land market, creates conditions for corruption and tax evasion. Moratorium covers 34M hectares of arable land. Shadow land market involves about 9M hectares. 27M hectares are privately owned by 7M persons.

Development of theoretical principles for marketing activity in agriculture requires taking into account specifics of land banks formation by agricultural enterprises and sources for such banks. One of the sources for such banks is land plot lessors who offer their plots for lease to producers of agricultural products. Any person owning a land plot could be a lessor. It depends on the form of ownership for such land plot. If the plot is privately owned then natural and legal entities are involved, if the land is owned by the state then it is executive power authorities that transfer land plots into ownership or for use according to the law, if the land is owned by community then the owners are village, township or city councils. Over 80% of agricultural land is leased by farmers.

Therefore, the lessors should be given special place in the marketing environment of agricultural enterprises and in the marketing system as a whole. The lessors are at the same time suppliers of the main assets for the agricultural enterprise – land bank and are partially consumers of the produce of such enterprise. The owners of land shares have certain impact on assortment of the products produced by the enterprise as in most cases rental is related to its in-kind form. The land plot lessors are one of the distribution channels of agricultural enterprise products. A part of the produce is released as rental for land shares.

Land shares owners, i.e. lessors, may create opportunities and threats for an enterprise, and may become its weakness or strength. Therefore, when preparing SWOT analysis of the enterprise, it is necessary to determine the lessors' place in such analysis.

The lessors have an impact on strategy and tactics of agricultural enterprise development. Depending on the term of land lease agreements, crop rotation is planned, machinery is purchased, land treatment technologies are defined, fertilizers are used, whether organic materials are left or not in the fields. Foundation of yards, vineyards and hop-gardens needs high-quality land used on long-term lease terms. The owners of such enterprises that cooperate with owners of land shares have already got 10 to 50% of leased land for 49-year term.

It is specific to the Ukrainian agricultural market that its functions in shaping small agricultural businesses as a rule are performed by the entrepreneurs themselves, not specially trained specialists. It takes chief managers of enterprises up to 10% of their business time to communicate with the lessors. The lessors play a serious role in shaping image of an enterprise, prestige of directors or owners of agricultural enterprise.

Every lessee determines their strategy for building up relations with land shares owners. The strategies are different: dictator-type strategies, partner relationship strategies, flirting relationship strategies. Nature of the strategy applied depends on correlation between supply and demand for land shares, age structure of lessees (25% of lessees are 61 to 75 years old, over 20% of lessees are people with special needs older than 75), director's belief system about society and his personal role in development of such society, personal

qualities of such director. In situations when demand for land shares is low, the lessees impose their land shares lease terms and rental amount. In the regions where such demand is close to supply, the lessees pay 3% (according to current laws) of the normative monetary value and hold small-size image promotions. In situations of intense competition among the lessees for land shares, the lessees raise their rental for up to 8-10% of normative land monetary value that corresponds to rental in European countries, offer free service package and sponsor local events.

The main purpose of marketing activity of the directors of agricultural enterprises in terms of lessors is to build up long-term relations with them. The lessee can evaluate their results based on a number of new land share owners willing to conclude lease agreements, by a number of lessors who have signed renewed lease agreements, by prolonged lease terms (over 7 years), by time and labor consumed to renew such lease agreements.

The lessors should be considered an element of the marketing complex. Enterprises should plan building up long-term relations with owners of land shares, interaction with lessors should be one of the functions of agricultural marketing. When segmenting consumers in agricultural marketing, a factor of segmentation by lessors' categories should be included. The lessors' benefits should be reflected in a mission of the enterprise. Developing strategy of an enterprise, its directors should consider specific relations with land shares owners as a source of land bank formation, partners and consumers of its products. This kind of approach brings agricultural marketing closer to real situation in agricultural business in today's Ukraine and lays the ground for its further development when the moratorium on trade in agricultural land is lifted.

PECULIARITIES OF THE MARKETING COMPLEX OF POULTRY ENTERPRISES

M.M. Rudenko

***Abstract.** The peculiarities of the marketing complex of the enterprises on the local market of eggs have been analysed. The peculiarities of the competitive situation among the leading producers of chicken eggs have been determined on the basis of the conducted analysis by the method of construction of the competitor chart.*

The peculiarities of the marketing leading business leaders in the domestic market of eggs studied the characteristics and structure of their marketing departments and found that their marketing system should be improved and should be aimed at resolving the key tasks set by the manufacturer.

The procedure for distribution of egg products has been analysed, that allowed to substantiate the promising directions for improvement of the marketing complex for the local poultry enterprises.

In order to reconcile the economic interests of the industrial and commercial areas is recommended to improve sales activities. This includes the creation of wholesale markets selling agricultural products, the creation of which also concerned the local executive authorities, as major benefits from activities such markets receives the region where they are located. In addition, the wholesale markets should be considered as part of the region's infrastructure (like roads or ports), because they affect the proper flow of food between producer and consumer.

At present, the necessary condition for successful economic development and competitiveness of domestic poultry enterprises at national and regional markets is an effective marketing policy aimed at comprehensive and most fully meet the needs and demands of end users. To solve this problem important is the ability to respond flexibly to changing market conditions. So to win in the competitive confrontation poultry company needs to create an effective marketing mix and continuously improve its tools.

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an effective marketing policy aimed at comprehensive and most fully meet the needs and demands of end users. To solve this problem important is the ability to respond flexibly to changing market conditions. So to win in the competitive confrontation poultry company needs to create an effective marketing mix and continuously improve its tools.

Marketing as an important area of organization management must ensure its stability, competitive functioning and development of goods and services in the light of internal and external environment through best meet the needs of consumers in the market.

Today, the consumer market of eggs in Ukraine, despite the economic difficulties of the situation, successfully developing. Egg products are no longer for domestic poultry by-product, which is produced mainly for the needs of the food industry. Accordingly, considerable urgency is the formation of effective marketing mix eggs as a separate product for consumers and independent business line for poultry enterprise.

Today the market of egg production decline: 10 months 2016 all categories of farms produced 13,047,600,000. Pcs. eggs of birds of all species, 10.5% (-1703200000. pcs.) less than the same period last year. Including egg production farms amounted to 6,715,800,000. Pcs., Which is 18.6% (-1531200000. Pcs.) Less than in the previous year. At the same time, the price of eggs increased in the domestic market, due to a sharp increase in the cost of poultry production. From November 2014 to February 2016, there was a trend increase in prices for basic zernofurazhnyh cultures - in this time of growth was over 50%. Since the cost of poultry feed accounts for 60-65%, then, accordingly, this factor led to its increase. Negative impact on the industry and the devaluation of the hryvnia.

Turning to study the characteristics of the marketing companies, market leaders eggs, we note that their marketing system needs improvement and should be aimed at addressing key challenges posed by the manufacturer.

Drawing conclusions regarding the competitive position, it should be noted that the fastest growth is in the company's GC "Vanguard" (+ 2.15% in 2016), so

agroholding able to further increase market share. Thus, companies CC "Vanguard" and GC "Ovostar Union" take the best market position.

In particular, the domestic market in the positioning of such products as eggs, is actively used the idea of healthy eating - almost all manufacturers in the market. Leaders like GC "Vanguard" and GC "Ovostar Union" offer consumers eggs enriched with omega-3 fatty acids or iodine. It should be noted that the share of branded egg products on the market is not very large, including recognizable consumer brands can be identified, in particular the Civil Code "Ovostar Union" from TM "Yasensvit" PF "Avias 2000" from TM "golden egg" PF "skirts" of TM "Hoholok" and PF "Ternopil" from TM "Good egg".

In addition, the premium segment of the market of eggs is limited to the so-called eco-products and eggs enriched with iodine or fatty acids. As an example, the Spanish market of egg products presented is very varied, suppliers offer eggs of hens fed the five kinds of cereals. This allows you to bring the product in the premium segment and sell it at a higher price than the market average. This leads to the conclusion that domestic producers should diversify their eggs "arsenal" of marketing tools, to demonstrate a flexible and creative approach to their brand differentiation take action and seek to draw attention specifically to their products.

One of the main factors influencing the formation of an effective marketing mix - this division. At the same time it is a "painful" places Ukrainian producers of eggs.

Acute urgency features of the marketing of poultry enterprises, its improvement and revision of existing marketing strategies according to swift and largely negative changes in the market environment, particularly related to the gradual saturation of the domestic market. In addition, to date, one of the promising markets for Ukrainian producers of eggs is the EU. Ukraine has a corresponding quota for export of chicken eggs in the amount of 3 thousand. Tons and egg products - 1.5 ths. Tons. This fact motivates domestic producers to upgrade production and introduce higher standards of product quality. Unfortunately, to date, only two Ukrainian companies received permission for export of egg products to the EU: CC "Vanguard" and GC "Ovostar Union." It is also worth noting that promising for domestic exporters are the markets of the Middle East, Asia and Africa.

THEORETICAL ASPECTS OF CREATING INTEGRATED MARKETING COMMUNICATIONS OF ENTERPRISES OF THE AGROINDUSTRIAL COMPLEX

A. Riabchyk, T. I. Slipukha

Abstract. The article explores specific aspects of creating integrated marketing communications of enterprises of the agroindustrial complex. The role of marketing communications significantly increased at the time of formation of new development strategies in the face of sharpening competition and enterprises looking for the most effective methods and ways to use them. The integrated marketing communications is one of such methods that are relevant and strategically important for enterprises of the agroindustrial complex. It is one of the most effective methods of the influence on consumer behavior and the simple way to maximize the return on investment in marketing and promoting products on the market.

The aim of the research is summarizing and developing the individual theoretical and methodological provisions of the formation of the integrated marketing communications of enterprises of the agroindustrial complex. To achieve this goal we have identified and resolved the following tasks: the essence of the integrated marketing communications; defined and formed complex integrated marketing communications of enterprises of the agroindustrial complex; and developed the algorithm of planning integrated marketing communications of enterprises of the agroindustrial complex.

Theoretical and methodological basis of the research became a dialectical method of cognition, the fundamental position of marketing and marketing communications; used methods, abstract-logical analysis and synthesis, systematic approach.

Analyzing and summarizing determination renowned scientists, we offer integrated marketing communications considered as «optimal combination and used in a set of interrelated and coordinated various marketing communications tools to promote products in the market to maximize the effect of their actions and achieve communication goals of the company». Highlighted scientific approaches, which can

be seen as integrated marketing communications: «concept» - a combination of marketing communication tools to maximize communication programs and actions to achieve the objectives; «system» - a combination of marketing communication tools to maximize economic efficiency; «process» - a combination of the interests of consumers and businesses for mutually beneficial synergistic effect.

When selecting drugs and determining the structure of complex integrated marketing communications of enterprises of the agroindustrial complex must consider several important factors: the type of goods producing company and the stage of product life cycle; type, characteristics and the market in which the company operates; strategy, especially marketing, participation of intermediaries in the sales, the length and width of the distribution channel; awareness, consumer awareness of the product and the readiness of the target audience to make a purchase; consumer behavior in the market, characteristics of the target audience; behavior strategies of competitors, their communication activities; common objectives and strategies, the specifics of the enterprise as a whole and in particular communication activities; availability of financial resources in the company; features tools of marketing communication; law on the use of marketing communications; the role and importance of the media in the country. Found that means complex integrated marketing communications agricultural enterprises are: advertising, sales promotion, public relations, personal selling, direct marketing, advertising at point of sale and merchandising, exhibitions and fairs, sponsorship, packaging, product placement.

The process of planning integrated marketing communications of enterprises of the agroindustrial complex have a particular algorithm execution consecutive steps:

- 1) research enterprise marketing environment agriculture, determining the feasibility of integrated marketing communications;

- 2) determine the goals and objectives of the integrated marketing communications agribusiness;

- 3) determine the target audience and the desired backlash, the implementation of market segmentation;

4) develop creative strategies and integrated marketing communications tactics, positioning;

5) creating communication applications, communications, identification of sources of treatment, choice of channel marketing communications;

6) the budget of the integrated marketing communications as a whole and for each agent separately;

7) implementation of integrated marketing communications, their monitoring and correction if necessary;

8) evaluating the effectiveness of integrated marketing communications results, calculation of economic, social and psychological results as a whole and each separate product of marketing communications.

Found that integrated marketing communications have specific advantages for any enterprises of the agroindustrial complex - ultimately always be able to increase their sales and earn additional income to achieve «purity» of the communication channel due to break barriers and obstacles that exist in the market environment to increase coverage of the target audience as opposed to using every tool of marketing communications separately to avoid duplication means of marketing communications, save money by eliminating overlapping elements. Therefore, the efforts of enterprises of the agroindustrial complex in the current economic conditions it is advisable to guide the formation of integrated marketing communications, the main components of which are to be IT.

Integrated marketing communications of enterprises of the agroindustrial complex should be aimed at changing the behavior of existing and potential customers to implement their purchases of goods offered, profit, market share gains, providing competitive advantages and sustainable market position. Use of enterprises of the agroindustrial complex integrated marketing communications should be implemented in complex management decisions by which will achieve maximum business results.

FORMING OF THE SELF-SUFFICIENT COMMUNITY – THE MOST IMPORTANT TASK OF REFORM OF LOCAL SELF-GOVERNMENT

S. T. SLIUSA

Abstract.

In article the essence of the concept «self-sufficiency of society» is researched. Questions of forming of self-sufficient communities are considered, samodostatni and powerful territorial communities are a basis of local and regional development of any country. It also is a sign of high-quality and effective local self-government. The recommendations about enhancement of a management system at the level of agricultural communities submitted on increase in their effectiveness are developed. The basic principles of self-government which are the basis for development of effective system of local self-government are proved. The main problems hindering the achievement and ensuring independence and self-sufficiency of territorial communities of Ukraine are defined and certain recommendations and offers on possible options of improvement of the existing situation in the country on the way to real self-sufficiency of territorial authorities of management are developed.

The author offers an algorithm of voluntary association of communities: real decentralization of finance – communities have to see that the Central power really gives a considerable part of funds for places; powers – generally village and settlement councils carry out now 2/3 powers from offered in the Concept at basic level; after transfer of financing and powers on places, communities will see, these funds for performance of the offered powers are enough.

The problem of reforming of local self-government is one of the most urgent in modern conditions of development of the Ukrainian statehood. Process of consolidation of communities continues already over a year, but there is almost no understanding and a proper support of the population. At the present stage Ukraine as soon as possible it is necessary to develop and accept the so-called «Municipal

code» – a packet of the laws concerning development of local self-government in the country. In the rural territories strategy of economic development shall be developed, be planned and be implemented by common efforts of public authorities and local self-government, representatives of business, public organizations, the populations.

Experience of functioning of local self-government of member countries of the European Union can be useful and for our state. He demonstrates that only the self-sufficient territorial community can effectively resolve local issues, participating in management of own businesses directly or through the bodies elected by them, creates space for manifestation of an initiative and creativity. So, topical issue is studying of features of functioning and development of territorial communities by their self-sufficiency.

Now local self-government as the decentralized form of government by society is the most natural and historically reasonable form of government. Today it is one of the most painful questions of modern public life of the country as excessively centralized power becomes the reason of braking of development of society in general and everyone (political, economic, social, cultural and educational and others) aspects of public life. And excessive centralization of means at the national level puts into a complete dependence on the government budget implementation by regional authorities of the functions and liabilities assigned to them.

Three basic principles of self-government – legal, organizational and financial are the basis for effective local self-government. The legal principle means that local government bodies shall have own, only to them inherent powers, are determined by the Constitution and the relevant laws. Bodies of local government shall undertake accomplishment of these powers independently. Organizatsiynny the principle means that local government bodies shall be free by determination of own structure on purpose effectively to perform the functions and to bear responsibility for it. The financial principle of autonomy means that the specified bodies have the right to collect and distribute own financial resources

independently. Chastina the specified resources shall arrive in local budgets through the local taxes and charges. Rates of the local taxes and charges has the right to determine local government body, but without breaking border, stipulated by the legislation. Otzhe, reform of local self-government is time for a long time, and without introduction of amendments to the Country constitution it is impossible.

Are necessary for ensuring proper and effective decentralization of institutes of management: first, effective decentralization for local self-government. Besides, capacity to act of local self-government in many respects depends on its capability to collect the income on places. If there is no such opportunity, local authorities will inevitably remain in a dependent and vulnerable provision, and decentralization will lose a meaning; secondly, local self-government requires also a capability to effective lawmaking at the local level. The central governments shall allocate regional and regional authorities with considerable amounts of discretionary powers on acceptance various the law, charters and resolutions; thirdly, considerable decentralization requires strong support from politicians and institutes of nation-wide level.

CURRENT STATUS AND TRENDS OF FOOD MARKET

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Problems of national food market has not yet found a full and comprehensive coverage in economic literature, the study apply only to certain aspects of the problem. Based on the aforementioned, necessary processing concept formation and subsequent operation of the national food market.

Among the tasks of economic transformation in Ukraine market, further integration into the world economic system occupy prominent task of providing the population with food due mainly internal sources and gradually reduce dependence on foreign food producers, creating food security as an important component of national security.

Theoretical and practical aspects of the formation and subsequent functioning of national food market and the source of its trade provision explored in the works of national and foreign economists Andriychuk V.G., Boiko V.I., Brynhezi S., M. Geiger, Hudzynskoho O.D., Lobas M.G., M.I. Malik, Rabshtyny V.M., Sabluk P.T., Shpychack A.M., Yaroshenko S.P.

The question of optimizing the functioning of the food market are considered without regard to achievements in theory and practice of international experience, globalization of economic relations, not reaching the level of conceptual bases formation and synthesis tools about how to resolve the existing problems.

The subjects of agrarian market are all separated from each other agribusiness management unit managed by its own industrial and commercial interests. But all they need constant renewal of industrial and commercial relationships, as parties to play a single process food and nonfood products made from agricultural raw materials, which are interconnected in series, because everyone is a consumer of resources produced in the previous stage of the reproductive cycle, while - manufacturer resources intended for consumption in the next step.

World experience shows that the balance of interests of all participants in a single production process must be established only center with the help of regulatory and legislative instruments. Manufacturers are oriented to the needs and creditworthiness of customers. On these grounds forming mechanism of control of the manufacturer and its economic dependence on the consumer.

The collapse of the mechanism of distribution of food resources and the absence of the market system contributed to numerous intermediaries in the food market. Therefore, sales of agricultural products businesses spend, leading to higher prices and determined the lack of competitiveness of domestic products. This advantage economically developed countries with a market economy in directing almost uncontrollable food exports to Ukraine, the displacement of domestic producers of the food market.

Grain trade public and private enterprises. Most of the trade is barter (wheat, fuel, grain and mineral fertilizers, grain next harvest, machinery and spare parts, etc.). The only agent responsible for channeling funds from the state budget for the purchase of grain for 2015 was HOOK "Bread of Ukraine.

In addition to large traders, there are many small informal traders who buy grain from producers and help to form large "lots" of large firms or exchanges. However, we note that in agricultural exchange a small amount of grain. Most of the wheat produced is consumed within Ukraine: the farm use (including animal feed) accounts for 44% of total production.

State of the grain market of Ukraine is largely dependent on the level of production, which now tends to decrease. In the production of grain and other apparent negative trends:

- Significant fluctuations in gross grain harvest in years, due to lack of stability of yields of cereals;
- The gross production of grain excessive share of wheat in the first winter, and lack grain crops that negatively affects the feeding of animals, limits opportunities to increase their productivity and leads to significant cost overruns specific feed for livestock products;

- Gradual reduction of acreage crops for their lack of yield;
- Lack of technical and technological provision of grain, almost 1.5 times increased load harvest area for one combine harvester;
- Reduction of organic and mineral fertilizers; deterioration of chemical products; lower quality seed; lack of adaptability to manufacture;
- The dependence of grain production on weather conditions;
- Imperfect pricing.

Grain production is of strategic importance not only in agriculture but also in Ukraine's economy, because, along with sugar beet production of sunflower oil and it belongs to the priorities of agricultural production. But lately a trend decline in grain sales, in particular by wholesale trade, which absorbed a third of the total sales of grain. Although the technical capabilities of enterprises on post harvest grain processing and storage units sufficient wholesale hampered by insufficient purchasing power of consumers, underdeveloped network of agricultural exchanges and their affiliates.

The practice of recent years clearly shows that the regulation of food market monetary and fiscal means at the macroeconomic level did not provide full-fledged operation of enterprises of the agricultural sector.

The feature of the organized agricultural market is that it is impossible to learn in a particular region. General principles and common approaches should be implemented into practice simultaneously in the domestic market and a clear regulatory and legal basis.

**ECONOMIC EFFICIENCY OF CULTIVATION OF MARIGOLD
MEDICINAL UNDER STEPPES
S.SUKHAR**

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Production of medicinal plant growing in a shortage of the resource potential requires a review of approaches that existed in the distributive planned economy on division of production costs in the development of technologies for growing medicinal plants. Modern technologies of medicinal plants and medicinal marigold in particular, should be developed on the basis of saving money, material. In addition, they need to be competitive in the technology market. In this regard, in our study we measured indicators of economic performance and evaluation conducted on the competitiveness improvement elements when compared with traditional technology cultivation of this crop.

At the present stage of market relations in agriculture important competitive technologies of growing crops, including elements of growing medicinal marigold improved conditions for us steppes of Ukraine. The existing technology of growing crops require review approaches to the formation of resource expenditures and technological support to the process of growing the crop.

To evaluate medical technologies of marigolds on competitiveness was an objective and complete analysis of the impact of the timing, methods of sowing seeds and the distance between plants in the row for improved performance competitiveness. Integrated factor of competitiveness of traditional technology. In calculating the economic efficiency of cultivation of medicinal plants, particularly medicinal marigold, recommended the following indicators: production yield, crop growth - so as to form a selling price; production costs - so as to form a production cost.

To calculate the production costs we use technological cards marigolds growing in the medical experiment to the specifics of different options. In the construction process maps korystovuvally reference material, including:

- Typical output norms and fuel consumption for mechanized field work.
- Common standards for manual work in the plant.

- Typical output norms and fuel consumption in tractor transport work in agriculture.

- tractor transport work. The method of calculation and rates of output and consumption.

The cost of growing medicinal marigold designed us in the technological map.

As a result of the calculations revealed that the factors studied, significantly affect the economic efficiency indicators of growing medicinal marigold. The data table shows that in the control variant growing culture production costs accounted for 3024 uan.

When growing marigold medical with the distance between plants 10 cm, width 30 cm between rows, production costs increased to 197-212 uan. Ha at the expense of seed and transportation costs.

As a result of the calculations, it was found that an increase of production costs, the cost per unit yield decreased from 2150 uan. T - in control until 1976 and 1526 uan. T - in versions of the first and second sowing.

The highest net profit - 5244 uan. Ha obtained by seeding marigold medical with the distance between plants 10 cm, width 30 cm between rows in the second period. This figure was higher in 2641 uan. Ha of control.

Calculation of profitability has shown that cultivation of medicinal marigold in all variants of experience is beneficial, but the highest value of the index - 162% observed at planting marigold medical with distance between plants 10 cm, width 30 cm between rows in the second period. At the present stage of market relations in agriculture important competitive technologies of growing crops, including elements of growing medicinal marigold improved conditions for us steppes of Ukraine. The existing technology of growing crops require review approaches to the formation of resource expenditures and technological support to the process of growing the crop. This is due to the fact that the use of imperfect technology, inefficient equipment, or one that does not meet the requirements of growing agro-technical results in production is not competitive products on the internal market.

The newly created technology to be more plastic that will enable them to adapt to the conditions of various resource and technological support. They must provide their potential maximum performance culture, especially through the rational use of existing bioclimatic resources to meet the biological needs of the plant organism to the presence of the main factors of life. This will help optimize the value of anthropogenic resource investments in technology and get products. If newly created or improved technology elements is greater or equal to one - it competitive. As for the conditions of forest-steppe Ukraine there are no recommended research institutions marigolds growing medical technology, then we took the basic model with minimal resource and technological activity.

Below we present quantitative factors affecting the competitiveness of marigolds growing medical technology depending on the timing, methods of seeding and the distance between plants in the row. Assessment of the competitiveness elements technologies conducted by their energy and economic indicators and technical level of machines in which implemented these technologies.

As part of a comprehensive competitiveness factor technology is the ratio of technical security processes of growing crops. This ratio describes the quality of the machines, their disadvantages or advantages over existing analogues. To determine this ratio, the comparison base (control) and advanced technology were elements using the following parameters:

- specific metal technology, kg ha;
- total specific fuel the technological map;
- the total labor costs for medical technology growing marigolds, man-hours.

It is noted that the advanced elements of technology of cultivation of marigold medical indicators such as specific metal technology, kg ha, the total fuel consumption by technology 1 ha and the total expenditure of human labor by technology man-hours. Ha, hardly differed themselves, which in turn affected the ratio of the technical level of technology (CTE). The difference was only in the transportation, cost of harvest and its heritage.

EVOLUTION OF THE COMMUNICATION COMPONENT ROLE IN MARKETING CONCEPTS

N. E. Fedorova

Abstract. The stages of the marketing concept evolution are considered. They are: the production concept, the product concept, the selling concept, the marketing concept, the holistic marketing concept, the communication concept. It is determined that the choice of the marketing instruments depends on the main goal and market orientation of the company.

The production concept is based on the assumption that consumers prefer widely available and inexpensive products. Managers of production-oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution. Marketers also use the production concept when they want to expand the market.

In the framework of this concept marketing communications don't play an important role because in the conditions of shortage of goods the buyer takes the initiative, and the manufacturer has no incentive to establish communications with him. Accordingly, the objective of marketing communications is sending information and reminders about the product price and place of sale.

The product concept assumes that consumers prefer high qualitative products with the best or new performance and innovative features. Product-oriented companies develop their products without regard or with minimal regard to the opinion of potential consumers, which sometimes leads to marketing myopia. A new or improved product will not necessarily be successful unless it's priced, distributed, advertised, and sold properly.

If the consumer is interested in contacting the seller of goods of a higher quality, the main goal of the advertising is informing about the product characteristics and forming the consumers' belief in its differential advantage over the fungibles.

The basic idea of the selling concept is that consumers will not buy a product of the company without its effort. The main efforts of the entrepreneurial activity are transferred to the imposition of the goods to the buyer. It is practiced most aggressively with unsought goods—goods buyers don't normally think of buying such as insurance and cemetery plots—and when firms with overcapacity aim to sell what they make, rather than make what the market wants.

The selling of the goods is provided by methods of tough direct sales, various techniques of sales promotion and aggressive advertising.

The goal of the marketing concept is not to find buyers for the goods of the company but to create products for consumers. The marketing concept holds that

the key to achieving organizational goals is being more effective than competitors in creating, delivering, and communicating superior customer value to your target markets.

While building the marketing communications company considers consumer motives, consumer purchasing behavior and type of reaction. The important issue in marketing concept is the choice of marketing communication channels that suit the characteristics and interests of target audiences.

The performance marketing concept is focused on what the company should seek to obtain benefits for themselves thus not to cause by its actions any damages for society and nature. The main social and ethical marketing technologies are: charitable marketing, corporative social marketing, corporative philanthropy, environmental protection, volunteering etc

In this concept marketing communications aim to build a positive image of the organization, long-term customer loyalty and favorable attitude of the contact audiences.

The modern concept of holistic marketing considers in the same plane all spheres of interaction of the enterprise with customers and partners. The holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies. Holistic marketing acknowledges that everything matters in marketing. There are four broad components characterizing holistic marketing: relationship marketing, integrated marketing, internal marketing, and performance marketing.

Relationship marketing aims to build mutually satisfying long-term relationships with key constituents in order to earn and retain their business. Four key constituents for relationship marketing are customers, employees, marketing partners, and members of the financial community. Marketers must create prosperity among all these constituents and balance the returns to all key stakeholders. To develop strong relationships with them requires understanding their capabilities and resources, needs, goals, and desires.

Integrated marketing occurs when the marketer devises marketing activities and assembles marketing programs to create, communicate, and deliver value for consumers. Two key themes are that many different marketing activities can create, communicate, and deliver value and marketers should design and implement anyone marketing activity with all other activities in mind.

The task of the internal marketing is hiring, training, and motivating able employees who want to serve customers well. It ensures that everyone in the organization embraces appropriate marketing principles, especially senior management.

Performance marketing requires understanding the financial and nonfinancial returns to business and society from marketing activities and programs.

As a result, the holistic marketing concept points to the need for enhanced and integrated approach towards marketing communications of the enterprise.

The prerequisites of communication marketing concept formation are set up. The most important economic prerequisites are: the dominance of the new technological order in the economy, the increase in the scientific-and-technological and cultural level of the society, the widening of the informational exchange system, the creation of the market of information and knowledge, the formation of the global information and communication space.

The main role in the communication concept of marketing plays communication, which becomes the main factor of success in marketing management. The communication management becomes complex and the communication strategy becomes a key element of marketing strategy.

It is generalized, that the process of new information society formation, where information flows between market participants are dominant, transforms the main objective of the company: changing of the enterprise activity focus from production of goods and commercial efforts to promote them to establishing long-term mutually beneficial relationships with customers, government, partners, and society as well as within the organization and marketing communication is the major factor in the success of this process.

Keywords: marketing concept, the production concept, the product concept, the selling concept, the marketing concept, the holistic marketing concept, the communication concept, marketing communications of the company.

THEORETICAL PRINCIPLES OF SUNFLOWER MARKET IN UKRAINE

S.O. Sharkovska

Abstract. In the article the theoretical basis of the market of sunflower, highlights current trends in the market of cultural factors influence the marketing environment and the market prospects for its growth. The state and problems of formation of the market of sunflower seeds and identified key factors for the successful development of the sunflower. Sunflower is considered one of the few crops that are in high demand both in the domestic and foreign market, enables agribusinesses receive high profits.

Sunflower is the main crop, yield cultivation of which is undoubtedly the degree of profitability, it takes the first place. Of course, it oilseeds number one in Ukraine, because of his produce over 60% of vegetable oil. Moreover, at the beginning of the XXI century. Sunflower is one of the major oil and protein crops world agriculture, an important source of oil and meal production. He plays a special role in improving the financial condition of agricultural enterprises during the economic crisis and the transition to a market economy. Production of sunflower seeds is always a very cost effective, its products competitive in domestic and international markets, and is an important part of food and feed protein resources. Sunflower seeds are used as a valuable food product and widely used by various sectors of the processing industry.

Ukraine is the largest producer and supplier in the world to foreign markets sunflower seeds and sunflower oil. This was achieved thanks to the stability of the domestic market of sunflower, as evidenced by the constant demand of processing enterprises and exporters throughout the season, the high purchase prices that provide a high level of profitability of this crop. Sunflower stable profitability, which in 10 years has not been less than 40%, and growing demand for seed of the Ukrainian processors forcing farmers to pay attention to this culture.

Sunflower - the main oilseeds in Ukraine. With the national economic value and the value of it is not inferior to such widespread crops like wheat, corn and soybeans. Compared to other oil crops sunflower oil provides the highest yield per

unit area (750 kg / ha in average). Sunflower oil accounts for 98% of total oil production in Ukraine. The main crops of sunflower as thermophilic cultures are concentrated mainly in the southern regions of Ukraine. Sunflower distributed mainly in northern and central areas of the steppe. His crops occupy more than 4.0 mln. Ha, accounting for 64.7% of all technical and 15.7% of all crops. Some smaller areas accounted for sunflower crops in forest-steppe zone and southern steppe and quite small - in Polesie and foothill areas of the Carpathians.

Sunflower - highly profitable and beneficial economically culture. Production of sunflower have a significant impact on the efficiency of the entire crop. The high purchase price for the seeds of this crop makes it economically advantageous for cultivation, contributes to recovery facilities. Demand for sunflower and sunflower oil does not decrease significantly with increasing prices.

Increase the production of sunflower possible in two ways. First - expanding acreage - is extensive way, but it is caused by two factors: sunflower thermophilic culture and it can only be grown in specific soil and climatic zones, and the second condition - in these areas it can take no more than one field in 8-10- you are the fields of crop rotation. In addition, extensive way of production associated with significant additional costs. The second way - the intensification of production. He is not require additional space, it is carried out by the additional costs per unit area. Costs include better crop varieties and hybrids of mineral and organic fertilizers, effective protection of plants from weeds, diseases and pests, farming system, and more.

The most important factor is the increase in production of sunflower yield its increase. So study the dynamics of yield and forecasting the future has a certain theoretical and practical significance. Sunflower manufacturers to increase revenue in high prices for the crop often does not pay attention to the demands of farming, which reduces soil fertility and, consequently, to a decrease in yield and deterioration in efficiency of the culture.

Intensive production of oilseeds allow Ukraine to actfull player in this production in the world. Over the last decade the share of Ukrainian sunflower in global manufacturing rose to 22.2% and 23.8% for oil.

Enough high profitability in 2015 was due to favorable prices the market due to increased demand in the market as the same oil and the products of its processing. But in high profitability and high price of sunflower seeds of this culture has attracted a large number of manufacturers, which ultimately led to the excess of supply over demand. The high rise in prices for sunflower seeds reduces the economic feasibility of using sunflower oil and replace it with cheaper species - mostly palm and some corn.

Note that the sunflower is sufficiently profitable crop. The profitability of sunflower seed production is much lower compared to income traders and processors due to prolonged circulation of investment. But the high efficiency of sunflower seeds and its products have caused widespread cultivation of sunflower in all natural economic zones of Ukraine and too high a proportion of the crop in the structure of sown areas, leading to a reduction in soil fertility and crop rotation violations.

Thus, the production of sunflower in Ukraine in recent years become increasingly advanced and profitable sphere, but must take into account certain characteristics. One way to improve the efficiency of sunflower seed is the introduction of modern technologies and sunflower particular importance is the use of energy saving technologies, and on this basis, the growth of productivity.

The analysis of efficiency of sunflower showed that: sunflower seeds has a stable demand at different times of the year, indicating that its high liquidity and attractiveness of exports; to ensure the growth of sunflower seed of great importance to the concentration of crops in regions with the most favorable terms; sunflower production in recent years is one of the most highly profitable production in agriculture.

Key words. Production, domestic and foreign markets, supply and demand, the market for sunflower seeds, world production of sunflower.